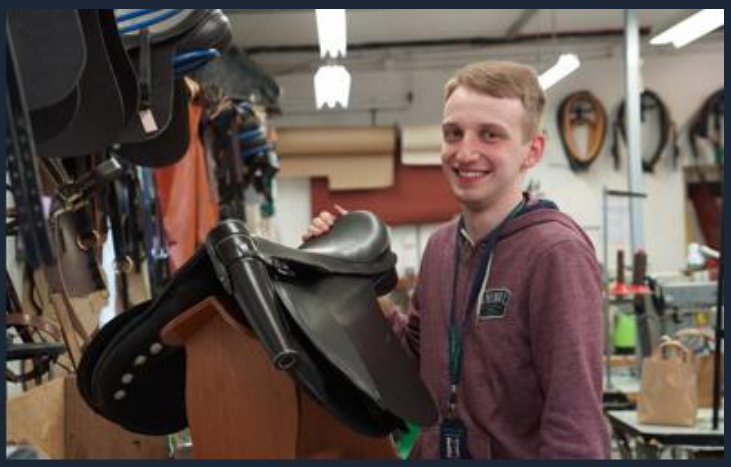
Capel Manor College

Marketing and Recruitment Performance Team Leader

Job Description and Person Specification



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JOB DESCRIPTION and PERSON SPECIFICATION

JOB DESCRIPTION

Post	Marketing and Recruitment Performance Team Leader
Scale	Business Support
Grade	P0 1 scale point 33-35
Responsible to	Director of Marketing, Recruitment and Admissions
Location	Enfield, with some travel
Contract	Full time, Permanent

Key Responsibilities:

The Marketing and Digital Performance Team Leader plays a vital role in coordinating and delivering effective marketing activity that supports student recruitment and enhances the College's profile.

The post holder will provide day-to-day supervision of the marketing and recruitment team, ensuring the delivery of impactful digital campaigns, accurate reporting of marketing performance, and high-quality recruitment activity. A strong data-driven and commercially minded approach is essential.

Working closely with colleagues across the College, the post holder ensures that marketing activity is optimised, insights are shared, and recruitment initiatives contribute to organisational targets.

(*This role includes responsibility for supporting maternity cover within the team during the first year, with additional assistance from colleagues.*)

Responsibilities:

Marketing

Digital Marketing and Performance Reporting

1. Lead the planning, execution and monitoring of digital marketing campaigns across paid search, paid social, organic social, email, website and other channels.
2. Produce regular reporting dashboards covering campaign performance, ROI, enquiry trends, conversion analysis and channel optimisation.
3. Use data and analytics tools (e.g., Google Analytics, ad platform dashboards, CRM/MIS data) to evaluate effectiveness and recommend improvements.
4. Support the development of commercially informed marketing approaches that improve recruitment outcomes and value for money.
5. Ensure the consistent use of the College's brand across digital platforms and content.
6. Work with external suppliers and agencies to ensure digital activity is high quality and cost-effective.

Student Recruitment and Outreach

1. Coordinate the delivery of recruitment events including Open Days, Advice Evenings and school outreach activity.
2. Ensure all recruitment activity provides an excellent, inclusive and customer-focused experience for prospective students, parents and advisers.
3. Use market insights to identify priority schools, community areas and growth opportunities.
4. Support colleagues to convert enquiries to applications through timely, accurate and engaging communication.

Team Coordination and Leadership

1. Provide day-to-day supervision, guidance and support to the marketing and recruitment team.
2. Assist with training and onboarding of staff, including supporting maternity cover arrangements.
3. Coordinate workloads and ensure activity is delivered on schedule and to a high standard.
4. Encourage a culture of collaboration, creativity and continuous improvement.
5. Build productive relationships with curriculum teams, Admissions, MIS, Business Development, Commercial and other departments.

General Responsibilities

1. Promote and implement all College policies, particularly those which refer to health & safety, equality of opportunity and Safeguarding young people and vulnerable adults
2. Participate in College programmes of staff appraisal and continuing professional development
3. Develop effective working relationships internally and with external partners
4. To operate at all times in line with the College's values and behaviours
5. Undertake other duties as may reasonably be required in the interests of the efficient functioning of the College

PERSON SPECIFICATION

Qualifications

- Level 2 qualification in English and maths (or willingness to achieve within an agreed timeframe).
- Degree-level qualification in marketing, communications, business or related field, or equivalent professional experience.
- Evidence of relevant ongoing professional development.

Experience

- Experience delivering digital marketing campaigns with measurable results.
- Experience using analytics and performance data to inform decisions and optimise activity.
- Experience coordinating or supervising marketing or recruitment activity (line management experience preferable).
- Experience organising events or supporting student recruitment activities.
- Experience working with external suppliers or agencies.
- Commercially minded approach, ideally informed by experience in commercial or revenue-focused environments.

Skills, Abilities and Knowledge

- Strong understanding of digital marketing channels and tools.
- Ability to analyse data, interpret trends and produce clear performance reports.
- Strong organizational, people and project coordination skills with the ability to manage multiple priorities.
- Excellent communication and interpersonal skills, with the ability to build effective working relationships.
- Good understanding of brand management, content creation and customer journeys.
- Proactive, collaborative approach with strong problem-solving ability.
- Creativity and attention to detail.

Other Requirements

- Understanding of safeguarding and commitment to maintaining professional boundaries.
- Commitment to promoting equality, diversity and inclusion.
- Full, clean driving licence and vehicle; willingness to travel between campuses and external events as required.