

## **BACKGROUND INFORMATION TO THE COLLEGE AND THE MARKETING DEPARTMENT**

FE Colleges operate independently of government and local authorities, and are responsible for their own business model, budget and policies. As a result they have wide discretion in how they go about securing the income they depend on and therefore how they brand and market their activities and products.

Whilst a large proportion of funding still comes through government sources, colleges always have an eye to increasing full cost work alongside the subsidised and funded provision they have traditionally been recognised for. As the government money always follows the student they therefore only draw revenue if they attract, retain and enable students to achieve their qualification aims, unless they are selling their services direct to businesses and employers when the arrangements are a matter of contract between the two parties.

Barnet College is a large College of Further Education with five main centres and around 50 outreach centres. With over 2000 courses from pre-vocational to higher education and degree courses the College has over 20,000 enrolments a year – from 14 years of age to 80!

With such wide provision a diverse, broad base of clients can benefit from the College's business whether they are re-entering education, gaining employment related qualifications, transferring from school or just expanding their horizons. While the College has many students under 19 it has just as many over 19 and an expanding range of employer related business. Employing over 1200 staff, the College has been praised for the quality of its teaching and learning and is positioned to make a real difference to people's lives in the areas it serves.

The College is committed to a major redevelopment of its premises that will significantly improve its ability to attract students and employer related business. A current major campus re-development will provide modern learning facilities and working environments that would be expected from an ambitious and successful organisation. In 2010 the Wood Street, Barnet Campus will open following an investment of over £50million. Ambitious plans are being developed for the Colindale Campus at Grahame Park but a funding has not yet been finalised.

These two Marketing posts will play a significant part in the development of the College's business. We are seeking experienced and enthusiastic marketing professionals capable of working with the College value chain, identifying and promoting the College to its diverse and complex client groups leading to the generation of enquiries and ultimately enrolment on College courses, or sales of education and development to employers. The successful applicants will demonstrate the acumen to develop marketing in the College and further develop a well respected marketing team.

Each role will be responsible for leading and implementing marketing and brand strategies to meet an agenda for change within the College and responding to the challenges of a dynamic business environment. Thus, the people appointed will need to demonstrate an energetic approach to marketing, a track record of implementing successful marketing campaigns and success in effective use of marketing resources and working with Colleagues.

The College has recently restructured marketing, learner services and customer services. As things develop it is expected that an opportunity to progress to Head of Marketing for one of the post holders might occur in a reasonably short timescale.

Training and support will be provided to develop the right candidate throughout the year with a strategic marketing coach who will provide support and direction for both Marketing Managers and the Marketing team.

Ends.