

An Exciting Opportunity for a Director of Marketing has arisen at Wirral Met College. If you are looking for a great stimulating and vibrant place to work with brilliant benefits and have the skills we require, look no further....

Salary: £35,913- £41,626 (depending on experience), Generous holiday entitlement 36 days plus bank holidays plus efficiency days, Membership of the Local Government Pension Scheme and other generous benefits.

Wirral Metropolitan College is a successful FE college, with a turnover of £23m and c.10,000 learners, we are the largest provider of 16-18 education, adult education, training and apprenticeships in Wirral. Operating from 5 campuses that have enjoyed over £25m of investment in the last few years, including our new world class Wirral Waters Campus, we are a financially strong college working towards our vision to be 'an inclusive, outstanding College.' We enjoy strong support from partners in the communities we serve and know that our continued success depends on our ability to provide a learning experience that is second to none. We want the College to grow and flourish, based on a reputation for excellence and inclusion, serving the needs of students and employers.

As our new Director of Marketing, we will expect you to work with skill, pace and commitment. We are seeking a skilled senior marketing professional who will play a key role in continuing our journey towards Outstanding. You will have a strong track record in developing effective strategic marketing plans, campaigns, communications, PR, and operating within a complex stakeholder environment. The ideal candidate will have an effective management style and the ability to develop and implement operational strategies, motivate a high performing workforce and leverage new opportunities. You will be working with a progressive, committed and supportive Board and senior leadership team who are ambitious for success. You will be responsible for formulating and implementing the College's Marketing Strategy, so that key targets linked to recruitment are met. You will be responsible for all marketing and communications activity aimed at a variety of audiences, and will work proactively with individuals and teams across the College to design and implement a coherent and effective whole College approach to marketing and reputation management.

[Job Description](#)

If this sounds like the role for you, to apply submit the following to wmc.jobs@wmc.ac.uk

- An up to date CV, including current salary and notice period
- A Cover Letter. Please explain your motivation in applying and what you will bring to this role including how you match the criteria in the person specification (This should be no more than 2 sides of A4, font 11, Arial)

Please do not hesitate to contact Janet Wilson PA to the Principal and CEO on 0151 551 7411 who will be happy to arrange an informal chat with Michael Norton- Deputy Principal

Closing date: Wednesday 09th June 2021 at noon

The planned selection centre will take place on Friday 18th June 2021

Wirral Metropolitan College is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. All applicants who are offered employment will be subject to a record check from the Disclosure and Barring Services before the appointment is confirmed. Wirral Metropolitan College is actively committed to maintaining an environment which promotes and embeds equality, diversity and inclusion as a core value and welcome applications from all sections of the community. The College ensures the principles of the Equality Act 2010 are adhered to and all job applicants and employees are treated equitably and fairly