

# Marketing Manager

## Job specification pack



# Welcome to Big Creative Academy

Big Creative Academy (BCA) is a specialist creative arts college for 16-19 year olds based in Walthamstow, E17.

Our intent is to provide young creatives from diverse backgrounds with the entrepreneurial skills and academic knowledge to have a powerful impact in the creative industries.

Through access to higher education and the development of cultural capital we will provide students with the attitude and resilience to succeed.



As an organisation we provide a supportive, developmental environment with a creative and innovative approach to education.

Choosing to work for BCA will enable you to be part of a successful organisation that offer a good work-life balance to all employees, which includes a flexible working approach, a friendly, positive and purposeful working environment, and plenty of opportunities for social interaction between colleagues.

We are a values-led organisation, award-winning in equality, diversity, and inclusion and a best practice college for LGBTQ+. We work with integrity and passion, and are fiercely committed to

creating a truly meaningful work environment, where individuals are empowered with the tools, technology, and training to unleash their full potential.

This is an exciting time to join BCA. We moved into our £21m new building in January 2021 with all new industry-standard studios and equipment, and we expanded to launch the new Fashion Futures Studio in September 2023.



We have 440 young people per year enrolled onto our Level 3 vocational programmes, and learners take qualifications in maths and English if needed.

We have a job centre on site for learners and a sister organisation, Big Creative Training, offering apprenticeships. Progression outcomes for students are filling local skills needs for a growing creative arts sector.

The majority of our staff are dual practitioners, teaching their professional craft. This makes BCA an innovative environment in which to work. Together with our industry ambassadors and patron, Emeli Sande, all of our programmes are industry led and forward thinking.

### Benefits of working for BCA

- Flexible Fridays, half day, to provide work-life balance
- Employee assistance programme
- Research-based professional development
- Supportive, caring and developmental environment with full staff wellbeing programme
- Excellent career development opportunities and performance recognition
- Staff social events
- Gym facilities for staff use
- Cycle to work scheme



#### **Sacha Corcoran, MBE (Principal)**

I'm really proud of the team at Big Creative Academy all working together to provide the best education possible for our learners. Our values are incredibly important to us and we look forward to welcoming you into the Big Creative family.

**– Kindness – Respect – Inclusivity – Authenticity – Integrity –**

# What our learners and graduates say...

96% of learners at BCA say their overall experience is good. Here's what they had to say...

*"The teachers always find time to help."*

*"I love the small class sizes, and the fun environment created."*

*"I get to do something I love with other people who have the same interests as me."*



*Not only did the college give us the tools and knowledge to succeed, they prepared us for life as creatives of the future.*

Georgia



*If it wasn't for BCA there's no way I would have become the person I am today. Thanks for helping me find myself!"*

Amani

# Job Description & Person Specification

## Post Title: Marketing Manager

- Salary: £38,000 - £44,999
- Basis: Full Time/ (35 hours per week)
- Weeks: 52 weeks
- Start Date: 5 January 2026
- Reporting to: Director of Careers, Marketing, Research and Partnerships
- Location: Big Creative Academy, Clifton Avenue, E17 6HL
- Annual leave: 35 days per annum

### Purpose of the role:

Big Creative Academy's mission is to create careers, supporting young people onto the next steps. After completing a course here students are able to move into employment in the creative arts, secure an apprenticeship or go to university so that they can make a living from their passion.

This is an important post with significant responsibility. We need a talented and experienced digital marketing professional to take responsibility for our overall digital marketing strategy and lead on development and management of all digital channels, social media accounts and websites.

The Marketing Manager will manage all marketing to support the user experience of student recruitment, to ensure enrolment targets are met across all BCE sites. This includes leading on all branding and brand awareness, design assets, press/PR campaigns and internal and external communications.

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## **Principal Accountabilities:**

- To create effective strategies to support student recruitment through high quality marketing
- To build relationships with feeder schools, delivering events to drive student recruitment
- To promote and celebrate BCE to all stakeholders, driving engagement
- To enhance the reputation of Big Creative Education nationally, regionally and locally
- To build effective relationships and influence key stakeholders both internally and externally including curriculum staff and employers
- To manage the Content Creator and Schools Liaison Officer
- Together with the marketing and recruitment team, to ensure all activities are effectively monitored and evaluated, leading to continuous improvement

## **Key Responsibilities:**

- Line management of two posts – Content Creator, responsible for content creation and social media and the Schools Liaison Officer, supporting student recruitment with feeder schools
- Plan, deliver and evaluate a marketing strategy for BCE to support brand objectives and student recruitment
- Raise the profile of BCE to key audiences through a strong digital presence, events and PR
- To work with the student recruitment team to meet student recruitment targets, and link with recruitment systems
- To drive student recruitment by working closely with feeder schools, helping them meet their careers requirements and Gatsby benchmarks
- To plan and deliver events for feeder schools together with the curriculum team
- To attend school careers fairs to understand your main audience
- Responsible for delivering significant recruitment growth across the group generating leads through effective digital marketing – Google Ads, promotional work on social media platforms
- To track student applications effectively to understand referral sources and return on investment
- To manage and develop the BCE website, via a subcontractor
- To ensure high performance of the website, including SEO activities, to deliver an outstanding user experience, liaising with stakeholders for feedback
- Grow and manage all marketing channels, tracking technologies, and able to innovate in the creation of multi-channel marketing campaigns
- Monitor, interpret and report on data and metrics for marketing campaign evaluation

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- Create and deliver all assets and collateral to support student recruitment, including the BCE prospectus Management of BCE style guide, ensuring that all content – print and digital – reflects the vision, brand and tone of voice of BCE
- Plan, implement and evaluate a press and PR strategy across BCE
- To create communications for press releases, blog posts, newsletters and other marketing channels
- Develop and maintain productive working relationships with internal and external stakeholders
- To liaise with marketing departments in partner organisations to promote and amplify pieces
- Develop and implement an internal engagement and communications strategy including messaging on screens
- Work with the marketing team to deliver the Academy's alumni programme, maintaining good relationships with alumni to celebrate their achievements
- Manage the marketing budget

## **In addition the postholder is expected to:**

- Work towards achieving Big Creative Academy's mission and actively participate in our culture, striving towards outstanding teaching and learning, promoting wellbeing and bringing industry into the classroom
- Travel to and meet with key stakeholders as appropriate to the role
- Undertake continuous professional development including research projects and a bespoke annual plan
- Actively promote equality and anti-racism at all times
- Carry out duties at all times with due regard to Big Creative Academy's policies, including safeguarding, health and safety and data protection and participate in training as required
- To comply with and promote the Academy's safeguarding policies
- Work flexibly and to undertake any other duties that may reasonably allocated by the line manager, which may include working occasional evenings and weekends

This job description is designed to outline a range of main duties that may be encountered. It is not designed to be an exhaustive listing of tasks and can be varied in consultation with the post holder in order to reflect changes in the job or the organisation.

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# Person Specification

## A – Application I – Interview

ATTRIBUTES	REQUIRED	DESIRABLE	METHOD OF ASSESSMENT
<b>Education and Qualifications</b>			
Educated to degree level or equivalent	X		A
Qualifications in English and maths equivalent to GCSE Grade 4/C/Level 2	X		A
Recognised marketing qualification		X	A
Full driving licence		X	A
<b>Knowledge and Skills</b>			
Demonstrable knowledge of both traditional and digital marketing principles and techniques, market research, lead generation, SEO	X	A	
Excellent graphic design skills, proficient in use of the Adobe suite	X		A
Expertise in relevant digital technical skills (CMS, websites, content creation)	X		A
Excellent project management and organisation skills, and able to exercise initiative and plan work independently	X		I
Excellent verbal and written communications skills with experience of marketing communications	X		A
<b>Experience</b>			
Experience working within the education sector		X	A
Confident in delivering marketing campaigns for direct customer acquisition, pairing this with further experience of creating marketing collateral and content assets for marketing acquisition campaigns.	X		I
Able to think strategically, plan and implement initiatives collaboratively	X		I
Experience in analysing data, writing reports, correspondence and other documentation	X		I
Experience with CRM systems such as Mailchimp and Salesforce	X		A
Experience of managing a team successfully	X		A
<b>Commitment</b>			
Ability to manage a complex and varied workload, to work under pressure and to tight deadlines, and to work on own initiative	X		I
A passion for storytelling, tailoring content to different audiences and platforms	X		I
Able to work collaboratively as part of a team, positively challenge and reflect, to deliver shared outputs	X		I
Have high professional standards and personal integrity, with high expectations of self and others; a commitment to continuous improvement	X		I



### How to apply

To apply you must complete the application form and return to [bca-hr@bigcreative.education](mailto:bca-hr@bigcreative.education). This must include a supporting statement that evidences your experience matched to the accountabilities and person specification of the job role.

Closing date for application is **Friday 2 January 2026, 5pm**

Interviews will be held on **w/c 19 January 2026**

### Safeguarding

BCA operates safer recruitment practice in accordance with Keeping Children Safe in Education regulations. Please expect the highest level of scrutiny and background checks. Appointments are subject to satisfactory references being obtained, and an enhanced disclosure and barring service (DBS) check. New members of staff cannot start their positions until these documents are in place.

### Warner Interviews

As a values led organisation we conduct Warner interviews as part of our recruitment process. These are designed to help us understand your own values and motivation for working with the specific cohort of young people we serve. We recommend that you research this interview technique should you be invited to attend an interview.



# What our staff say...



*I like the progressive nature of the college and how we are always looking to expand and offer a more rounded experience for the learners.*

**The best part of my role is being able to make a positive difference to the lives of many, supporting our young people in seeing their potential.**

*There is fantastic communication between members of staff and the management team.*

**I feel supported and encouraged in my role, inspired to continue working to deliver high quality and engaging material.**

*The staff get on well with each other and work together positively to benefit the organisation.*

**Lovely working environment with a supportive team and great students.**

*What we do, individually, and overall, makes a huge impact on the lives of these young people and empowers them.*

**I like the collaborative culture and genuine care for staff, with time and energy invested.**

*BCA is a small organisation with a big heart and a great mission to develop learners from disadvantaged communities.*

**I am trusted by my manager to use initiative and develop my area as I see fit. I feel trusted and valued in my ideas and opinions.**

*The environment at BCA is a huge stand out to me. The staff are diverse so it makes me feel very comfortable at work.*

**The absolutely fantastic team of staff that I work with – we all come from different walks of life yet share the same creative interests and goals in improving learner's experience and their lives in general.**

*The community feel to our college is second to none.*



To find out more about BCA and our approach to education please visit <http://www.bigcreative.education/>

Big Creative Academy was rated “outstanding” by Ofsted at our last inspection.

[Read the full report >](#)

### Useful links

[BCE promo video >](#)

### Socials

Insta [@we.are.bce](#)

X: [@we.are.bce](#)



BCA is an equal opportunities employer and positively welcomes applications from all sections of the community. We are committed to safeguarding all learners enrolled on our programmes and appointment of successful applicants will be subject to satisfactory references being obtained, and an enhanced disclosure and barring service (DBS) check.

[bigcreative.education](http://bigcreative.education)

