

Digital Marketing Tutor (Adult Learning) - Freelancer

Recruitment pack for job applicants



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Welcome to Big Creative Training

BCT is a leading creative industry training provider with more than 25 years' track record of delivering education and work opportunities. Our mission is to Develop Talent, Transform Lives, Create Careers and in order to do this we offer vocational study programmes, apprenticeships, traineeships and adult learning courses. We also run a local co-work space, Creative Works, and Big Creative Independent School.



Safeguarding statement

Big Creative Training is committed to a safe, inclusive environment where learners, staff and visitors can thrive. Our safeguarding culture protects learners from harm, abuse, neglect, exploitation and radicalisation.

All staff must adhere to our safeguarding and child protection policies, procedures and codes of conduct, which set out responsibilities for identifying, reporting and responding to concerns. These are provided to all staff during induction.

BCT operates a robust safer recruitment process. Any job offer is subject to satisfactory references, an enhanced DBS check, identity and qualification verification, right to work checks, and other pre-employment vetting. In line with Keeping Children Safe in Education, shortlisted candidates are also subject to an online search.

Shortlisted candidates must complete a safeguarding self-disclosure form before interview. Interviews include questions assessing understanding of safeguarding, child protection, professional boundaries, and commitment to protecting children, young people and vulnerable adults.

Equality diversity and inclusion statement

At BCT we believe that the strongest communities and most innovative creative futures are built through equity, diversity, and inclusion. We are committed to fostering an environment where everyone feels respected and able to be their authentic selves.

We celebrate the diverse experiences and identities of our colleagues and learners, recognising that these differences strengthen our community and enrich creativity, including through initiatives such as our annual Culture Day celebration.

Inclusion is embedded throughout our community and our decision-making. We work to challenge stereotypes and have zero tolerance for discrimination and bias. We remove barriers to participation, ensuring study, employment and career progression opportunities are fair and accessible to all.

We are dedicated to advancing equity across all protected characteristics: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation, creating a workplace and learning environment where everyone has equality of opportunity to succeed, develop, and progress.



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Job summary

This role will support learners to develop the knowledge, skills and understanding required to progress into employment, further education, training or apprenticeships within digital marketing and related creative and digital industries.

Essential qualifications

- Maths and English GCSE Grade 4/C or equivalent (Level 2).
- A teaching qualification or teaching experience.
- A relevant Digital Marketing qualification or industry-recognised certification, or demonstrable professional experience in digital marketing.
- Evidence of relevant CPD and up-to-date knowledge of digital marketing practices and technologies.

Essential skills

- Demonstrable professional experience in digital marketing, with practical knowledge of current industry practices.
- Experience of planning and delivering engaging, practical learning to adult learners.
- Ability to adapt teaching and learning to accommodate different levels of learner knowledge, confidence and experience.
- Strong knowledge of key digital marketing areas, including social media, content marketing, SEO, email marketing, digital advertising and analytics.
- Ability to develop and deliver industry-relevant projects, briefs and practical activities.
- Strong communication, presentation and interpersonal skills.
- Ability to provide constructive, developmental feedback and accurately assess learner work.
- Experience incorporating AI tools and emerging technologies into digital marketing practice and teaching.

- Strong organisational and administrative skills, including maintaining accurate learner records and monitoring progress.
- Commitment to learner progression into employment, further education, training or apprenticeships.
- Ability to work collaboratively with colleagues and contribute to curriculum and course development.
- Commitment to equality, diversity, safeguarding and inclusive learning.
- Willingness to undertake continuing professional development and keep knowledge of digital marketing current.

Desirable skills

- Experience working within a further education, adult education or vocational training environment.
- Experience of supporting learners into employment or apprenticeships.
- Experience using Google Classroom and other digital learning platforms.
- Industry experience across a broad range of digital marketing disciplines.
- Experience using industry-standard platforms such as Google Analytics/GA4, Google Ads, Meta Business Suite/Ads Manager, Mailchimp or similar, and SEO tools.
- Experience developing learners' digital portfolios and employability skills.
- Relevant assessor, IQA or quality assurance experience.

What our staff say...



“There is a really good culture of having freedom to share ideas and innovate, and all ideas are listened to.”

“A welcoming place of work that allows you to be yourself.”

“I like the social aspect, and I appreciate that there are some very genuine friendships between colleagues. I also like that, as an organisation, we have the humility to recognise that we can always do more or better.”

“I like the level of creative control and freedom I have to use my professional teaching knowledge within the wider workplace environment.”

“I love working here... not like! Sharing skills and helping young people... What could be better?”



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

Georgia, BCT former student



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

Amani, BCT former student

Additional information

Staff benefits

- Company pension scheme
- Healthcare cashback
- Bike-to-work scheme
- Professional opportunities development available
- Staff social events
- Interest-free emergency or career development loans
- Free on-site lunches during term-time
- Employee assistance programme

Salary and days of work

- This is a freelance role paying £200 per day.
- 70 contract days over the year.
- Role would require you to deliver 13 days of training every other month.

We welcome industry professionals who wish to enter teaching, via the fully funded Taking Teaching Further scheme's qualification. This includes 6 months of reduced timetable for training with full pay and lesson cover.



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How to apply

Please apply on our site.

[Application form >](#)

[Recruitment of ex-offenders policy >](#)

You must be eligible to work in the UK as this job is in London and cannot be done remotely.

Useful links

Click on any of the links below to find out more:

[Big Creative culture >](#)

[Artist development programme >](#)

[2025 alumni >](#)

[2026 alumni >](#)

[International work experience >](#)

[Breakfast Pots >](#)

[Big Sleep Out >](#)

[Toiletry Amnesty >](#)



Safer recruitment process

Introduction

The BCT recruitment process will:

- Attract the best possible applicants to vacancies
- Deter prospective applicants who are unsuitable for work with children, young people, and vulnerable adults
- Identify and reject applicants who are unsuitable for work with children, young people and vulnerable adults

Inviting applications

All prospective applicants must complete, in full, an application form accounting for any gaps in their education or employment history

Shortlisting and references

- Short-listing of candidates will be against the specification for the post
- Where requested and where possible, references will be taken up before the selection stage, so that any discrepancies can be probed during the selection stage
- References will be sought directly from the referee. References or testimonials provided by the candidate will never be accepted
- All referees will be contacted by email and the job specification will be supplied. In line with safer recruitment, references must span over the course of 5 years

Selection process

The selection techniques will be determined by the nature and duties of the vacant post, but all vacancies will require a face to face interview. Candidates will always be required to:

- Explain satisfactorily any gaps in employment
- Explain satisfactorily any anomalies or discrepancies in the information available to the panel
- Declare any information that is likely to appear on a DBS
- Demonstrate their capacity to safeguard and protect the welfare of children, young people, and vulnerable adults

Employment checks

All successful applicants are required to:

- Provide proof of identity
- Complete a self disclosure form
- Complete a DBS application and receive satisfactory clearance
- Provide actual certificates of qualifications
- Complete a confidential medical questionnaire
- Provide proof of eligibility to live and work in the UK
- Provide proof of national insurance

Online search

As required by Keeping Children Safe in Education, the HR Department will conduct an online search. Any concerns from the search will be discussed with the panel, and subsequently the applicant.

What we are looking for

- Inappropriate attitudes toward, or relationships with, children or young people, or anything indicating a risk in a regulated activity with children
- Evidence of extremism, radicalisation, or promotion of abuse or exploitation
- Discriminatory, harassing, or abusive content directed at others
- Serious lack of professional judgment (e.g. sharing confidential information, inappropriate relationships with students or service users)
- Publicly visible behaviour that would conflict with BCT's code of conduct or safeguarding policies, or that would cause serious reputational harm to BCT

Induction and probation

- All staff who are new to BCT will receive an induction that includes the safeguarding policies and guidance on safe working practices
- All new staff will be subject to a 6 month probation period as detailed in the probation policy, which will provide a formal framework for ensuring that the standards of performance set by BCT are fully communicated. Checks will also be put in place during the probationary period to ensure safeguarding has been covered