



NTC

Job Description

Job Title:	Marketing, Communication & Recruitment manager
Responsible to:	Principal
Location:	Didsbury, Manchester
Full time (or Part Time):	Full time
Salary:	£35,000-£38,000 depending on experience
Hours per week:	35 hours

Main Purpose of Job

This is a role that balances running the day-to-day marketing department and creating key communication pieces, while managing the marketing and recruitment team to ensure they're achieving brilliant results in their areas too. This role requires someone who is full of initiative, able to figure out what's needed and then bring it into process to ensure exceptional output. With a newly evolved brand and brand-new website, we're looking for someone who can drive forward our marketing and recruitment with high-quality tools that truly represent the College.

Key benefits

- Generous holidays.
- Cycle to work scheme.
- Contribution to workplace pension.
- Free audit of one module per year.

Background

Nazarene Theological College is a research-led partner college of The University of Manchester. Situated in Didsbury, Manchester, the College is a Christian theological college and is shaped around a Christian ethos. Founded in 1944, NTC has some 350 students (both full and part time), across undergraduate and postgraduate programmes of study, representing a wide range of nationalities. The College also prepares candidates for ordination in the Church of the Nazarene.

The College operates with clear Strategic Areas:

- We will be academically innovative and research led.
- We will foster community that is intentionally Christ like

In order to reach these priorities, we will consider the following operational areas:

- We will engage in key missional partnerships with integrity
- We will strengthen our resource base to ensure a sustainable future and
- We will build our reputation for excellence

And with clear values:

We value excellence, relationships and learning and seek to manifest this in all that we do.

Main Duties

General

- Identifying key areas for recruitment and ensuring they are reflected in the wider marketing strategy
- Upholding the brand guidelines and templates created by the marketing team to ensure NTC continues to build equity

- Management of budget, making thoughtful decisions that are considerate of the wider college and consider quality output
- Monthly reporting for admissions, recruitment and marketing to identify trends.
- Use of Zoho CRM to manage any marketing and communication as well as keeping oversight of leads

Team and freelancer management

- Line management, including probationary reviews, regular check ins and annual reviews with the team.
- Task allocation for team, follow up and management
- Manage NTC's digital presence, working closely with the social media coordinator to ensure posting is relevant and thought through, while contributing 'day-to-day' posts where needed.
- Overseeing the recruitment coordinator and admissions coordinator, ensuring that any leads are dealt with in a timely manner and managing recruitment event attendance and college presence.
- Building relationships with the student body to encourage more student involvement in open events, social media, recruitment events.
- Managing photographer and videographer work, ensuring for high quality output that's representative of the college
- Working closely with our freelance designer for 'statement' pieces to create exceptional work that carry the college forward
- Working with freelancers across google adwords and facebook ads, asking for monthly reports and ensuring good feedback.

Day to day marketing

- Creating and updating graphics for social media, campus screens and posters
- Ensuring the website is kept up to date with news, events and course documentation, policies etc
- Send monthly newsletter of events and news
- Events management: setting up on the website, sending emailers, reminders and follow up.
- Creating assets for key events during the year e.g. graduation, induction week, lectures etc
- Management of merch, including ordering and giveaways
- Receiving briefs from wider team and seeing through to completion

Key Performance Indicators (KPIs)

Performance in this role will be assessed against the following indicators:

- Achievement of agreed student recruitment and enrolment targets.
- Delivery of the annual marketing and recruitment plan within agreed timescales and budget.
- Effective management of the prospective student pipeline and CRM system.
- Growth in agreed digital engagement and audience reach metrics.
- Effective leadership of the marketing, recruitment, and admissions team, including successful delivery of departmental objectives.

Person specification

Essential

1. Experience in marketing, communications, student recruitment, or a related field.
2. Experience of planning and delivering marketing campaigns, projects, or events to agreed deadlines.

3. Experience of leading, managing, or coordinating staff, volunteers, freelancers, or contractors.
4. Excellent written and verbal communication skills, including the ability to create engaging content for a range of audiences.
5. Strong organisational skills, with the ability to manage multiple priorities and maintain attention to detail.
6. Understanding of marketing strategy, audience engagement, and brand management.
7. Experience of digital marketing, including social media platforms, websites, email marketing, and current digital trends.
8. Ability to use marketing and design tools, such as Canva, Adobe Creative Suite, or equivalent platforms.
9. Ability to analyse information and use data, metrics, and reporting to inform decisions and improve performance.
10. Ability to work independently, use initiative, and deliver consistently high-quality outcomes.
11. Commitment to supporting the Christian ethos, vision, and values of Nazarene Theological College.

Desirable

1. Experience in higher education, theological education, or the charity sector.
2. Experience of student recruitment and admissions processes.
3. Experience of CRM systems, particularly Zoho CRM.
4. Experience managing paid digital advertising campaigns.
5. Understanding of the mission and context of Christian higher education.

This job description is not exhaustive; the post holder may be required to undertake other duties as reasonably required.

Nazarene Theological College Vision

As God's holy people we aspire to be a learning community reflecting the love of God as Father, Son and Holy Spirit. Dedicated to excellence in theological education we intentionally foster character formation within contexts that are both practical and reflective.

Nazarene Theological College Employment Ethos

The College is committed to the active pursuit of an Equal Opportunities Policy which addresses the need and right of everybody in the College to be treated with dignity and respect, in an environment in which a diversity of backgrounds, traditions and experiences is valued. It aims to create the conditions whereby prospective and existing students and staff are treated solely on the basis of their merits, abilities and potential, regardless of any irrelevant distinction.