

About the Association of Colleges

At the heart of every community should be a strong and successful college, supporting students, delivering skills, transforming communities, promoting social justice, working with employers, and growing the economy.

Association of Colleges is the national voice for further education, sixth form, tertiary and specialist colleges in England. We are a not-for-profit membership organisation established by colleges, for colleges. Our members make up almost 95% of the sector - transforming 2.2 million lives each year.

Acting as the collective voice, we represent and promote the interests of colleges, and provide our members with high-quality professional support services, including training, events and recruitment.

The AoC group also includes: **AoC Services** - supporting all colleges to be great colleges by delivering high quality and cost-effective further education events, training and development, executive recruitment, interim management and strategic consultancy services; **AoC Sport** - leading the development of sport and physical activity in 16+ education; and **AoC Charitable Trust** - promoting the very best in FE with some of the biggest and most respected awards in education, including the AoC Beacon Awards, FE Hall of Fame and Student of the Year.

JOB DESCRIPTION

Job Title: Marketing and Communications Officer (TVPD)

Job Purpose: This role has dual responsibility for providing dedicated marketing and communications support for a specific funded programme, while also contributing to cross-organisational activity as part of the wider Communications, Media, Marketing and Research (CMMR) team at AoC.

The postholder will be responsible for delivery of comms plans, creating and editing video content, utilising social media to promote AoC, and building and improving website pages, alongside providing dedicated high-quality, timely and consistent marketing and communications support for the AoC's Technical and Vocational Professional Development (TVPD) programme – an externally funded project AoC delivers on behalf of the Department for Education (DfE).

This includes promoting engagement, participation and awareness of TVPD across all programme strands; producing, coordinating and maintaining TVPD communications, resources and digital content, including all elements of professional development across TVE Hubs, employer engagement, regional networks and evidence informed practice, as well as supporting the wider programme engagement and reporting requirements.

Department / Directorate	Communications, Media, Marketing and Research (CMMR)
Business Unit	AoC
Reports To	Reports directly to the Senior Press and PR Manager (line manager) and indirectly to the Head of Programme (TVPD)
Role Level	Professional/Specialist level
Contract Type	Permanent, Full-time 37.5 hours/week <i>(Working time in this role will be split 50% TVPD and 50% central CMMR activity)</i>
Location	<i>London Office Hybrid:</i> the role will work in a hybrid way blending working time between the office base in London and remote working from home. Weekly office attendance is expected for London-Hybrid roles, as well as ad-hoc attendance as required to meet business needs. This role also involves occasional travel within the UK to attend on-site meetings and events, for example.
People Management	None
Monetary and Risk Responsibility	Budget: None Risk Management: Manageable risk to the reputation or AoC due to outward-facing nature of the role
External Key Contacts	Department for Education (DfE), TVPD programme partners, event speakers, education and skills providers, digital platform providers – (Adestra, Moodle)
Internal Key Contacts	TVPD programme delivery team, wider CMMR team, public affairs team, policy team.

Key Accountabilities & Responsibilities

1. Liaise with the Head of Programme (TVPD) and Department for Education (DfE) contacts to agree communications and marketing plans and content to promote the Technical and Vocational Professional Development (TVPD) programme to the further education sector.
2. Deliver day-to-day marketing and communications activity for the TVPD programme across agreed channels, including email communications, digital content, websites, newsletters and social media, in line with programme priorities and programme brand guidelines.

3. Work with the Events Manager (TVPD) to plan and implement marketing and communications activity regarding TVPD events and conferences, supporting campaigns, engagement activity and reporting requirements.
4. Maintain and update TVPD programme content on digital platforms, including websites and internal systems, ensuring information remains current and accessible to providers, partners and stakeholders.
5. Maintain an accurate database of TVPD programme contacts to ensure email communications reach their audience.
6. Support the delivery of AoC's wider communications strategy on social media, the AoC website and email. Work within the broader AoC communications, marketing and design functions on member communications and wider AoC project work in line with organisational processes and guidelines. This might include email communications, social media work and other communications and marketing work.
7. Record and edit video content on TVPD programme activity, as well as broader AoC work.
8. Use data and analytics to improve and develop communications.
9. Respond to routine marketing and communications queries from TVPD delivery teams and AoC more broadly, escalating issues to management as appropriate.
10. Any other duties reasonably required by the line manager and/or Head of Programme (TVPD), consistent with the nature, level, and responsibilities of the role.

PERSON SPECIFICATION

The following details the essential criteria for the role and how these will be assessed/measured during the recruitment process. *Key: A = Application; I = Interview; T = Test*

Education/ Qualifications/ Professional Bodies	Assessment
Proficiency in written English, typically evidenced by GCSE English (grade C/4 or above), or English Functional Skills Level 2, or equivalent qualification(s)	A
A relevant qualification in marketing/communications is useful but not essential (<i>sponsorship of professional qualifications is available as part of AoC benefits package</i>)	A
Knowledge, skills, ability, and experience	
Strong written communication skills – including communicating policy, writing for the web, e-mail marketing, and social media.	A / T

An understanding of how to use major social media channels – primarily X (Twitter), LinkedIn, Bluesky and Instagram.	A / I / T
Strong video creating and video editing skills.	A / I
Experience of Google Analytics and email platform reporting.	A
Experience using emailing platforms, content management systems, web-based design tools and more.	A / I
Good interpersonal skills with ability to build rapport when meeting new People.	A / I
Experience of delivering marketing campaigns.	A / I
Ability to work independently and to tight deadlines.	A / T
Computer confident, good skills and knowledge of Microsoft Word, Outlook, Excel and PowerPoint, SharePoint, MS Teams and the use of media monitoring services (or the ability to pick them up quickly).	A
Demonstrates respect for equality and diversity and works to actively promote an inclusive work environment and good working relationships among colleagues.	A / I
Demonstrates an interest in further education.	A / I

Acknowledgement

This job description has been designed to indicate the general nature and level of the work performance by employees within this post. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications / experience required by employees assigned to the role. These may be subject to future amendments following appropriate consultation.



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