



Head of Marketing and External Partnerships

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Job Title:	Head of Marketing and External Partnerships
Responsible to:	Creative Director
Location:	CAPA College, Mulberry Way, Wakefield, WF1 2QN
Grade:	Grade 9 (SCP 28-31)
Contract:	Full-time, permanent OR part-time, permanent
Start Date:	ASAP
Closing Date:	11 th November 2025
Interview Date:	w/c 17 th November 2025

The Head of Marketing and External Partnerships is responsible for driving the profile, reputation and success of CAPA College. The postholder will lead on strategic marketing and communications, manage relationships with patrons and alumni, and build external partnerships to maximise the College's impact, profile and sustainability.

This role oversees a dynamic team (Graphic Designer, Videographer, Social Media Coordinator) and ensures the highest standards of marketing, communications, creative content and brand identity. The Head of Marketing and External Partnerships will play a key role in increasing student recruitment and diversity, strengthening community engagement, and positioning CAPA College as a flagship institution for Creative and Performing Arts both locally and nationally.

ABOUT US

CAPA College (Creative and Performing Arts College) is one of the most exciting and innovative education providers in the North of England. Every year students from across Yorkshire and beyond flock to our corner of Wakefield to pursue their dreams of becoming the next Hollywood star, Oscar-winning filmmaker, director, choreographer, entrepreneur or creative.

CAPA College provides students with intensive full-time practical training alongside the rigour of academic Arts study. Over two years of full-time study students (aged 16-19) achieve the equivalent of four A Levels, a portfolio packed with transferrable skills and all of the performance experience they need to progress to the top universities, leading national and international Arts conservatoires and professional Arts careers.

Students are enrolled on five distinct pathways: Musical Theatre: Performing Arts; Dance: Contemporary and Commercial; Drama: Stage and Screen; Film and TV Making; and Production Arts: Technical Theatre, Music Production and Creative Theatre.

Since opening our doors as Wakefield's first DfE-funded Free School in September 2018 within Enhance Academy Trust, CAPA College has already established itself as one of the leading Arts education providers in the North of England.

- Ofsted 'Outstanding' (January 2022)
- 99% A*-C results
- Top 1% of all post-16 providers nationally for student progress
- Awards and accolades from the National Theatre, BBC, Sky TV, Arts Council England, One Dance UK, Sixth Form Colleges Association
- Graduates go on to study at the BEST universities and conservatoires including RADA, LAMDA, Arts Educational School, Rambert School, Guildford School of Acting, The Place, Trinity Laban, Urdang, Mountview and Royal Central School of Speech and Drama
- An alumnus in almost every major West End show
- Heavily oversubscribed with almost 6 applicants for every place
- The ONLY non-fee-paying, specialist Creative and Performing Arts College of this kind in Yorkshire or the North East

This is an exciting opportunity to join our award-winning team as we prepare to implement the next major stage of our development. After renting temporary accommodation for the last four years, in September 2022 we opened the doors to our new, permanent home on Mulberry Way (opposite Wakefield Westgate train station). This purpose-built, multi-million-pound facility enables us to expand our cohort from 134 students to 250 students per year group, as well as offering more performance and learning opportunities, new course pathways, increased staffing, exceptional resources and better outreach with the local community.

Would you like to be part of CAPA College as it becomes a flagship for Arts Education in the North? Are you highly motivated and have a drive to succeed? Then we would love to hear from you.

JOB DESCRIPTION

Job Title:	Head of Marketing and External Partnerships
Responsible to:	Artistic Director
Location:	CAPA College, Mulberry Way, Wakefield, WF1 2QN
Grade:	Grade 9 (SCP 28-31)
Contract:	Full-time, permanent OR part-time, permanent
Start date:	ASAP

Key Responsibilities

1. Marketing & Communications

- Lead the design and delivery of a comprehensive marketing and communications strategy to increase brand recognition, student applications and audience engagement.
- Oversee all digital and print communications including website, press, social media, prospectuses, publications, advertising campaigns and newsletters.
- Manage the coordination and promotion of CAPA College performances, exhibitions, showcases and external high-profile events.
- Develop and deliver new marketing opportunities to reach wider and more diverse audiences, with a focus on growing student applications and community involvement.
- Ensure internal and external communications reflect the highest standards of quality, professionalism and brand consistency.
- Lead the Marketing of CAPA College's CHARGE (under-16 community provision) and Outreach programmes increasing engagement numbers, diversity and brand recognition.
- Develop and implement strategies to grow audiences for the College's theatre programme (student productions and professional events).
- Analyse campaigns, student recruitment data and audience engagement to measure success and refine strategies.

2. Patrons

- Develop and maintain strong relationships with College patrons, ensuring they are fully engaged and aligned with CAPA College's vision.
- Manage patron communications and involvement, maximising their profile, advocacy and impact.
- Create opportunities for patrons to support CAPA College through events, networking and promotional activity.

3. Alumni

- Establish and grow a structured alumni network that strengthens the CAPA College community and profile.
- Track and monitor alumni progression into higher education and professional careers, showcasing success stories.
- Develop alumni events, mentoring programmes and opportunities to provide on going support and guidance for graduates.
- Build long-term relationships with alumni as ambassadors, advocates and supporters of CAPA College.

JOB DESCRIPTION

4. Partnerships & Commercial Development

- Along with CORE Team members, Head of Professional Arts Engagement and Outreach and Head of Fundraising, lead the development of partnerships across Arts, Education, Business and Community sectors.
- Promote CAPA College as a venue for commercial use (space hire, productions, professional events).
- Build and manage corporate partnerships, sponsorships and brand collaborations.
- Work closely with the Finance and Fundraising team to identify and secure commercial development opportunities.
- Create mutually beneficial partnerships that enhance CAPA College's reputation, provision and sustainability.

5. Leadership & Management

- Line manage and develop the Marketing team, fostering creativity, accountability and high performance.
- Provide clear leadership, direction and professional development for the creative staff (Graphic Designer, Videographer, Social Media Coordinator).
- Manage marketing budgets, ensuring resources are allocated effectively and deliver measurable impact.
- Contribute to CAPA College's leadership planning and long-term strategic development.

This job description will be reviewed annually and may be subject to amendment or modification at any time after consultation with the postholder. It is not a comprehensive statement of procedures and tasks but sets out the main expectations of the College in relation to the postholder's professional responsibilities and duties.

Enhance Academy Trust reserves the right to deploy staff to support the needs of our pupils throughout any of our Trust schools, as and when required.

Accountability – Generic

- Serve as a role model based on high standards and professional conduct
- To present the best possible image of the College in general, and in particular, in all contact and communications with the public, visitors, parents, students, customers, suppliers and all other external organisations
- Be aware of and comply with policies and procedures relating to health and safety, equal opportunities, confidentiality and data protection always, reporting all concerns to the appropriate person
- To comply with the College's Staff Code of Conduct
- Maintain confidentiality in relation to all work undertaken
- Contribute to the safeguarding and promotion of the welfare and personal care of students and regarding Child Protection procedures
- Be aware of the responsibility for personal Health, Safety and Welfare and that of others who may be affected by your actions or inactions
- Undertake any professional development as needed and as determined by the Artistic Director
- Carry out such duties as may be assigned by the Artistic Director, in accordance with the changing needs of the organisation.
- To support college activities such as performances, Open Days (some of which will take place on evenings and weekends)
- Participate in the College's staff appraisal system.

Please note that this list of duties is illustrative of the general nature and responsibility of the role. It is not a comprehensive list of all tasks that the Head of Marketing will carry out. The postholder may be required to undertake other duties appropriate to the level of the role, as directed by the

HOW TO APPLY

We are looking for candidates who:

- Is a highly creative and motivated individual
- Are highly skilled, passionate, creative and motivated
- Can inspire, motivate, challenge and support others to achieve and excel
- Will be passionate about new technologies / equipment and embed this within their daily work
- Have the highest expectations of themselves and others – open to new ideas and challenge
- Thrive on working as part of a passionate, committed, fast-paced and energetic team
- Will be generous with their knowledge and time and enjoy sharing resources and expertise.
- Will be committed to out of hours student enrichment opportunities
- Are positive, enthusiastic and enjoy working with young people aged 16-19

In return, we will offer you:

- An opportunity to make your mark in an outstanding new Arts focused post 16 provision
- A professional, experienced and supportive team
- A personalised approach to continuing professional development
- A college that has a clear vision for improving outcomes and has student welfare and development at the centre of its ethos
- Automatic enrolment into the Local Government Pension Scheme
- Automatic enrolment into a Private Healthcare Package

Enhance Academy Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants will be subject to an enhanced DBS disclosure and pre-employment and safeguarding checks.

Employment checks required of this post:

- Evidence of entitlement to work in the UK.
- Evidence of essential qualifications as detailed in the Person Specification.
- Two satisfactory references.
- Evidence of a satisfactory safeguarding check e.g., Enhanced DBS Check
- A Children's Barred List Check
- Confirmation of medical fitness for employment.

For further information please check out our website www.capacollege.co.uk or email recruitment@capacollege.co.uk

Application forms can be downloaded from our website and:

- Sent with a covering letter by e-mail to recruitment@capacollege.co.uk or
- Posted with a covering letter to CAPA College, Mulberry Way, Wakefield, WF1 2QN

Closing Date:

Interview Date:

PERSON SPECIFICATION

Essential Criteria	How Identified	Desirable	Essential
QUALIFICATIONS			
Hold a degree or equivalent professional experience in a relevant subject	Application Form Qualification Evidence		X
EXPERIENCE			
Proven experience in senior marketing, communications, or partnerships management.	Application Form and selection process		X
Experience working in the Arts, Education or Creative Industries sectors.		X	
Experience in audience development, outreach or community engagement.			X
Experience in alumni relations, commercial partnerships or fundraising		X	
Strong track record of building brand identity and delivering successful recruitment/audience growth campaigns.			X
Experience in relationship management with external stakeholders, partners or patrons			X
KNOWLEDGE			
Excellent knowledge of digital and print media, PR, content creation and campaign management.	Application Form and selection process		X
Knowledge of under-18 outreach programmes, community provision or widening participation initiatives.		X	
COMPETENCIES AND OTHER SKILLS			
Strong leadership skills with the ability to inspire and manage creative teams.	Application Form and selection process	X	
Outstanding interpersonal, written and visual communication skills.		X	
Established networks in Arts, Education or business sectors.			X



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   @capacollege