

> Call for Nominations <

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**FE FIRST  
AWARDS**  
2011

## The FE Marketing Professional of 2011

Nominations for the FE Marketing  
Professional of 2011 are now open!

The only award which recognises the  
individual excellence and impact  
of a college marketing professional.

Join previous winners Sylvia Jarman  
of Exeter College and Sarah Baxter of  
Bedford College (both pictured), and  
Nicola Ingle of West Thames College  
as one of the top college marketers  
in the country judged by your peers.

Nomination information and criteria overleaf.

More details from [www.m-network.org](http://www.m-network.org)



The  
College Marketing Network

## Criteria and guidance for college staff wishing to nominate a colleague for the FE Marketing Professional of 2011 Award.

- The Award is open to colleges which are members of the College Marketing Network only.
- The nominee should be directly employed by the college, not a consultant or sub-contractor.
- The nomination should be made by the nominee's line manager or equivalent.
- The nominee will be expected to have wide experience of working in a college marketing team.
- The nominee will be expected to have at least two years' experience in a leadership role, for example in a college marketing team.
- The nominee will be expected to have a marketing qualification or considerable experience in a professional marketing role.
- The nominee will be expected to have experience of a range of marketing activities, including more than one of: PR & reputation management, web and new media development, school liaison, commissioning and production of print media, development and delivery of campaigns, events organisation.
- The entry should include an example of a specific, multifaceted project that the nominee is responsible for, which has had a quantifiable impact on the effectiveness of the college. This should make specific reference to the college's Strategic Plan and marketing plan, to demonstrate that the project is directly related to college priorities.
- The entry should include an Executive Summary (proforma supplied), details of the college, the name and brief CV of the nominee, an electronic photograph (for possible use in the Awards presentation), an outline of their responsibilities and achievements, and details of the specific project being highlighted.
- The winner of the award should be available to attend the presentation at the 2011 Gala Dinner, to be held as part of the College Marketing Network's 24th Annual Conference, on Monday 28th November 2011, at the Hilton Hotel (TBC). There will be a charge for dinner.
- Only one award will be made in this category and no feedback will be given by the judges.
- The Award will be judged by experienced and longstanding marketing professionals.



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The  
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