

## **JOB DESCRIPTION**

**POST TITLE:** Marketing Officer  
**DEPARTMENT:** Marketing  
**REPORTS TO:** Marketing Manager

## **PURPOSE OF THE JOB**

The Marketing Officer will be responsible for planning and implementing a full range of marketing and communications activities, maintaining a high quality service delivery and contributing to new initiatives.

## **DUTIES AND RESPONSIBILITIES**

### **Research**

- Conduct research and establish customer needs
- Identify target audiences

### **Planning**

- Close liaison with departmental Marketing Champions in order to ensure a close link between the requirements and aspirations of the department and the Marketing Department.
- Exploit opportunities for enhancing the College profile through marketing and PR events
- Obtain quotes from suppliers for marketing and printed items
- Manage budgets, negotiate and purchase marketing and printed products and services
- Plan marketing campaigns, events, communications
- Devise measurable objectives for all activities
- Schedule and manage requests for marketing support via helpdesk
- Establish and lead teams, chair meetings and establish actions and responsibilities as appropriate

### **Implementation**

- Implement marketing plans for the College's markets (including Young People, Adults, International, Higher Education and Business and Recruitment)
- Book advertising according to marketing plan and campaign schedule, write copy, proof adverts
- Develop and maintain databases (ensuring accuracy and appropriateness) and purchase marketing lists as necessary
- Implement direct marketing campaigns
- Deliver prospectuses and other printed media to planned distribution lists
- Work with the Graphic Designer/Web Developer on creative concepts and the provision of marketing materials for internal and external communications
- Write and edit copy, ensuring style and accuracy for web, online media, internal and external newsletters, information and publicity
- Schedule and manage photoshoots for promotional material (e.g. organise models, schedule locations and produce profile copy)
- Produce photographs and video as necessary to support media opportunities
- Regularly update the news/features content of the website, blog, facebook, twitter and app
- Write, edit and manage the production of internal and external communications
- Proof read marketing communications for publication and amend as necessary,
- Update course and profile information for intermediary sites/magazines e.g. hotcourses

- Liaise with MIS to receive coursefile information and to coordinate bulk upload or xml feeds for: Hotcourses, Floodlight, learninharrow, UCAS Progress, Education UK, English in Britain, not going to uni
- Produce internal communications, (both responsive and to a planned schedule) for the staff blog, HCP, Noticeboards and for individual campaigns
- Plan and deliver internal events such as the Student Awards Ceremony and Staff Awards Ceremony
- Provide events support to departments e.g. the Annual Art Exhibition
- Plan and implement internal and external recruitment events and exhibitions e.g.
- Open events, High School events and presentations
- Pursue positive media profile opportunities, write and submit press releases
- Brief staff members prior to media interviews and act as a spokesperson for the College as appropriate
- Develop and maintain positive and constructive links with the local press and other relevant media contacts and respond to media enquiries
- Support the Business Base team in delivering external client focussed events and exhibitions.
- Develop and present sponsorship proposals to potential sponsors
- Manage TenNine bookings ensuring display of publicity and receipt of income
- Represent the College at external marketing events

### **Evaluation/monitoring**

- Monitor and report on advertising effectiveness
- Conduct regular audits of web content and manage amends as necessary
- Monitor web alerts, facebook and twitter – respond to comments and posts
- Conduct appropriate post event evaluations
- Keep accurate and up-to-date records of quotes, invoicing and spending against account codes

### **GENERAL DUTIES**

- Contribute to the management of students throughout the College
- Promote the efficiency and effectiveness of the Department
- Attend meetings and conferences as required from time to time at the College and elsewhere and undertake appropriate staff development
- Participate in staff development activities, staff conferences and the College appraisal system
- Assist with staff development particularly as related to the duties of this post
- Participate in Open Evenings, Parent/Student Consultation Evenings and other College events as required
- Work closely with colleagues to promote a corporate approach to the organisation and management of the College
- Use Information Technology where appropriate and demonstrate a commitment to developing own IT skills
- Promote a positive image of the College in the local community
- Assist with the promotion, supervision, management and administration of such College activities as may be required from time to time
- Demonstrate a commitment to promoting and safeguarding the welfare of children, young persons and vulnerable adults in line with College Policy, which expects all staff and volunteers to share this commitment.
- Carry out any other such duties as may reasonably be required by the Marketing Manager.

## PERSON SPECIFICATION

Job Title: Marketing Officer

COMPETENCY	REQUIREMENTS
<b>EXPERIENCE</b>	<ul style="list-style-type: none"><li>• Marketing communications experience in the development of multi-channel campaigns</li><li>• Demonstrates creativity, innovation and original thinking</li><li>• Copy writing, editing and proof reading</li><li>• Producing work of high standard</li><li>• Track record of delivering successful communications (including but not limited to events, media relations, direct marketing, advertising).</li></ul>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"><li>• Understanding of the principles and practices of marketing communications</li><li>• Will to share knowledge, information and skills with colleagues across the College</li></ul>
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"><li>• Degree level ideally with a marketing or communications focus</li></ul>
<b>RESOURCE EFFICIENCY</b>	<ul style="list-style-type: none"><li>• Manages budgets and other resources effectively</li><li>• Negotiates with suppliers to ensure best value</li></ul>
<b>COMMUNICATION</b>	<ul style="list-style-type: none"><li>• Excellent interpersonal skills</li><li>• Listening skills</li><li>• Persuasiveness</li><li>• Communicating with clarity</li><li>• Excellent written and presentation skills</li></ul>
<b>PLANNING AND ORGANISATION</b>	<ul style="list-style-type: none"><li>• Plan and organise with clarity and attention to detail</li><li>• Using initiative to identify areas for improvement/development and implement appropriate action</li><li>• Ability to prioritise and manage workloads to meet timescales</li><li>• Well-founded and balanced judgement</li><li>• A completer finisher with a desire to see a project through to completion</li></ul>
<b>COURAGE</b>	<ul style="list-style-type: none"><li>• Confronting issues</li><li>• Accepting responsibility</li><li>• Appropriate risk-taking</li><li>• Proactive</li></ul>
<b>CUSTOMER CARE</b>	<ul style="list-style-type: none"><li>• Provide exceptional customer service</li><li>• Build long-lasting mutually beneficial relationships</li></ul>
<b>TEAM PLAY</b>	<ul style="list-style-type: none"><li>• Corporate contribution</li><li>• Working with peers</li><li>• Flexibility</li><li>• Openness</li></ul>
<b>ENERGY &amp; DRIVE</b>	<ul style="list-style-type: none"><li>• Enthusiasm</li><li>• Stress tolerance</li></ul>

**EQUALITY & DIVERSITY**

- Appreciating and embracing diversity
- Respect for people
- Acting with integrity
- Demonstrates a commitment to and promotes equality and diversity ensuring the College is an inclusive environment in which individuals are respected and unacceptable behaviours are challenged.
- Commitment to safeguarding and promoting the welfare of children, young adults and vulnerable adults.