

MARKETING OFFICER JOB DESCRIPTION



LINE MANAGER: Deputy Principal – Operations and Progression

PRINCIPAL RESPONSIBILITIES:

To work with and support the Deputy Principal in developing and implementing the College's marketing strategy. The post comprises the following duties:

- Managing and promoting the College brand
- Responsibility for the preparation, editing and publication of both internally produced and professionally printed documentation including liaising with the printers. The publications include:
 - The Parents' Handbook
 - The College Prospectus
 - The Student Handbook
 - Other ad hoc leaflets, postcards, business cards and publications.
- Responsibility for the design and preparation of adverts, advertorials and press releases and liaison with local media (newspapers and magazines, radio).
- Responsibility for the design and preparation of promotional material for College open events, in consultation with the Admissions Team. This includes
 - creating internally produced documentation and promotional materials,
 - managing Eventbrite registrations
 - promoting the event and communicating with ticket holders and attendees via email marketing (Mailchimp)
 - designing the flagpole banners; organising their production, erection and dismantling.
- Responsibility for designing and advertising material for external venues (i.e. perimeter boards) and organising the supply of promotional materials for events (bookmarks, pens, umbrellas, etc.).
- Organising promotional events in accordance with the marketing strategy.
- On campus advertising.
- Collecting information on College alumni for use in College promotions and publicity.
- Administration of social media to promote the College and communicate with its stakeholders and to manage the College's online reputation. Responsibility for posting information and managing enquiries received via social media.
- Day-to-day management of the College website, including news and events and uploading photographs, writing copy, updating pages and creating new pages as required.
- Managing the content displayed on the electronic bulletin boards (TV screens).
- Evaluating data and analytics to inform decision making and marketing strategy.
- Recording Marketing budget expenditure.
- To undergo professional development to ensure continuous improvement in all aspects of the job. To keep up-to-date with developments in software, systems and digital marketing.

- To undertake such other duties as may reasonably be required.

This job description covers the main duties and responsibilities of the job but, from time to time, the job holder may be asked to undertake other activities commensurate with this job description.

MARKETING OFFICER PERSON SPECIFICATION

Specification	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Past experience in a similar role • Demonstrable evidence of using digital and traditional media channels effectively to deliver marketing content and key messages • Event management (communications planning through to evaluation) • Budget management (>£40K) • Database management • Use of graphic design and visual suite tools such as Canva 	<ul style="list-style-type: none"> • Working in an education environment • Use of email marketing platforms • Use of professional graphic design packages
Knowledge/skills	<ul style="list-style-type: none"> • Working knowledge and creative skills in using graphic design and visual suite tools such as Canva • Excellent organisational skills • Good graphic design/creative skills • Good photography skills for social media • Creative thinker with proven experience of working on diverse and wide ranging communication strategies including all forms of media • Strong knowledge and understanding of current and emerging trends in digital media • Highly developed skills in self-management • Excellent written communication skills, including the ability to adapt messages and styles for different audiences • Excellent working knowledge of the Microsoft Office suite • Excellent customer service and interpersonal skills 	<ul style="list-style-type: none"> • Excellent typesetting skills with full working knowledge of professional graphic design packages such as Illustrator and the Adobe Suite (in particular, Photoshop and InDesign) • A good understanding of the print process and dealing with printers • Professional Photography skills • Film making and editing skills • Experience with Google Analytics and analysing data to inform decisions
Aptitudes and abilities	<ul style="list-style-type: none"> • Ability to manage competing priorities, take effective decisions and work well under pressure • Ability to develop creative ideas and transform them in to practical reality 	

Specification	Essential	Desirable
Disposition, attitude, and motivation	<ul style="list-style-type: none"> • Positive 'can do' outlook • Enthusiasm, self motivation and initiative • A genuine people person who enjoys working with others and has a proven ability to build and maintain relationships with colleagues and stakeholders at all levels, internally and externally • Strong belief in the importance of customer service • Willing to work flexibly in response to the needs of the organisation including evenings and weekends (particularly with regard to events and social media monitoring) 	