



## Marketing Officer

### Job Description

<b>Area</b>	<b>: Marketing and School Partnerships</b>
<b>Salary</b>	<b>: £22,648 - £25,412 per annum</b>
<b>Hours of Work</b> <i>(Full-time/Part-time)</i>	<b>: 37 hours per week</b>
<b>Line Manager</b>	<b>: Marketing Supervisor</b>
<b>Contract Type</b>	<b>: Fixed term (8 months)</b>
<b>Location</b>	<b>: Primarily Chester but with travel required across Campuses (Crewe, Ellesmere Port and Chester)</b>

We have an exciting opportunity to join and work alongside our dynamic Marketing team as we plan, produce and deliver a strong PR and Content plan for an exciting new project.

#### **Main Purpose of Job:**

- Meets the needs of learners, employers and other stakeholders;
- Is of the highest possible quality in terms of learner outcomes and learner/employer satisfaction;
- Is effective, efficient and provide excellent value for money;
- Reflects the vision, mission, aims and values of the College;
- Is innovative, developmental and sector leading; *and*
- Promotes a culture of excellence and equality.

The post-holder will be a member of the Marketing and School Partnerships team.

#### **Key Duties and Responsibilities:**

- (1) Write copy for press and online articles from interviews undertaken with key internal and external partners.
- (2) Research and identify content opportunities across all potential platforms including media partners and other distribution outlets to ensure that content is as wide reaching as possible.
- (3) Understand key audience segments and get to know the content types and messaging required to engage with these groups.
- (4) Ensure effective distribution plans are in place for all content pieces and report back on core business KPI's making suggestions on improving future results using digital analytic tools.
- (5) Work with Marketing colleagues to distribute the right content for the right audience groups in order to drive an increase in event registrations.

- (6) Working with the wider marketing team to create campaign assets, ensuring branding and tone of voice is applied consistently and coherently through all online and offline channels.
- (7) Identifying and capitalising on emerging digital developments and trends
- (8) Support the preparation, set up and execution of College events across Campuses.
- (9) Promote and embed excellent customer service across the College.

### **Generic Duties and Responsibilities**

- (10) Promote a culture of innovation, excellence and equality.
- (11) Reflect the vision, mission and values of the College.
- (12) Manage all delegated resources and budgets flexibly and efficiently in accordance with allocation.
- (13) Contribute to the development of and ensure compliance with all College policies, procedures and agreements.
- (14) To actively contribute to the risk management of the College.
- (15) To positively promote and implement the College's strategies on equality, diversity, safeguarding.
- (16) Undertake appropriate staff development activities that support personal development and the changing needs of the College and its environment.
- (17) Be aware of, and responsive to, the changing nature of the College and adopt a flexible and proactive approach to work.
- (18) Undertake such other duties as may reasonably be required commensurate with this grade, at the initial agreed place of work or at other locations in the College catchment area.
  - Confidence to build relationships from scratch or approach people for key content
  - Ability to travel across all three Campuses to support with events and capture key content

***This Job Description is current as the date shown. In consultation with the post-holder, it is liable to variation to reflect changes in the job.***



# Marketing Officer

## Person Specification

Assessment Method					
Application Form	*Test	Interview and Presentation	Psychometric Testing	Qualification	References

\*Test = Skills Test/Knowledge Test/Micro Teach/Presentation

### Education and Qualifications

#### Essential

• Degree or equivalent	✓				✓	
• Level 2 or equivalent in English and Maths	✓				✓	

#### Desirable

• Evidence of on-going professional development	✓				✓	
• Experience with videoing and video editing	✓		✓			
• Experience with WordPress	✓		✓			

### Skills and Experience

#### Essential

• Excellent understanding of writing, editing, and publishing social media content.	✓		✓			
• Excellent organisational skills and time management			✓			✓
• Appropriate level of digital literacy	✓		✓			
• Ability to travel across all three campuses to support with events and capture key content			✓			
• Understanding of their responsibilities towards safeguarding	✓		✓			
• Confidence to build relationships from scratch or approach people for key content	✓		✓			
• Experience with PPC and amplified social media posts is desirable	✓		✓			

### Personal Attributes

#### Essential

• Excellent communication skills			✓			✓
• Excellent team player with a can-do attitude			✓			✓
• A desire to support all staff to enable them to carry out their duties			✓			
• Commitment to on-going professional development			✓			
• Flexibility and ability to work under pressure			✓			

### Other Requirements for Employment

#### Essential

- Enhanced DBS check

