



## Marketing Team Leader

### Job Description

<b>Area</b>	:	<b>Marketing and Schools Partnerships</b>
<b>Salary</b>	:	<b>£30,881 - £34,745 (per annum)</b>
<b>Hours of Work (Full-time/Part-time)</b>	:	<b>37 hours</b>
<b>Location</b>	:	Location: Based at Chester Campus with travel required across all Campuses (Chester, Ellesmere Port and Crewe)
<b>Line Manager</b>	:	Marketing and Recruitment Manager
<b>Line Managing</b>	:	Marketing Officers Marketing Apprentices
<b>Responsibility for</b>	:	Corporate Marketing and Campaign management, PR and Communications, Brand Identity, Web and social media development and implementation, Event management <i>and</i> ; Market research, design, methodology and channel approach to LMI

### Main Purpose of Job:

To support the development of Cheshire College's marketing and recruitment strategy, execute the vision across a variety of platforms line manage the Marketing team, working closely with the Marketing and Recruitment Manager to promote all aspects of the College experience opportunities and provision.

To ensure that all College customers receive the best service to ensure that the provision:

- Meets the needs of students, employers and other stakeholders;
- Is of the highest possible quality in terms of student outcomes and student/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
- Is effectively promoted towards target markets

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

### Key Duties and Responsibilities:

- (1) To provide clear day-to-day leadership in the development and delivery of marketing services, to ensure that it meets the needs to prospective and current students, stakeholder and partners.

- (2) To develop cohesive multi-channel marketing campaigns across all target markets.
- (3) Look at the development of appropriate market research design, methodology and channel approach.
- (4) Oversee the development and implementation of core key communication channels including the website development, social media platforms, print collateral and key publications.
- (5) Lead and advise the Marketing team on public relations including media and stakeholders.
- (6) To prepare, review and analyse statistical reports in relation to marketing activity, applications and enrolment, and provide key information to CLT and SLT.
- (7) To co-ordinate the development and organisation of College events, not limited to but including recruitment, student success and graduation events.
- (8) To liaise with internal and external stakeholders, developing strong working relationships and promote what the College has to offer.
- (9) To manage staff resources as appropriate to achieve the objectives of the role.
- (10) To support the management of allocated resources and budgets to comply with audit and financial regulations and management procedures.
- (11) To have an understanding and knowledge of key changes within the educational sector to anticipate the impact these may have on key target markets and assist with decision making.
- (12) To protect the College brand, identity and reputation appropriately to all key target markets and stakeholders.

### **Generic**

- (13) Support and promote a culture of innovation, excellence and equality.
- (14) Comply with College policies, procedures and agreements and ensure that these policies are reflected in day-to-day activities.
- (15) Support and follow the College's strategies on equality, diversity and safeguarding.
- (16) Undertake appropriate staff development activities that support personal development and the changing needs of the College and its environment.
- (17) Contribute to whole College operational management through participation in formal committees and meetings, lead working parties and working closely with colleague on resolving College wide problems and issues.
- (18) Be aware of, and responsive to, the changing nature of the College and adopt a flexible and proactive approach to work.
- (19) Undertake such other duties as may reasonably be required commensurate with this grade, at the initial agreed place of work or at other locations, using own vehicle, in the College catchment area and other various locations.

***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 Team Leader Person Specification



	Assessment Method					
	Application Form	*Test	Interview and Presentation	Psychometric Testing	Qualification Certificates	References
<b>Education and Qualifications</b>						
<u>Essential</u>						
• Degree and/or comparable professional qualification	✓				✓	
• Full and valid UK driving licence	✓				✓	
• Evidence of on-going professional development	✓				✓	
<u>Desirable</u>						
• Qualification in Marketing	✓				✓	
<b>Skills and Experience</b>						
<u>Essential</u>						
• Strong interpersonal skills with experience of liaising confidently with a range of stakeholder, building effective relationships	✓		✓			
• Experience of leading and managing a team within a marketing environment			✓			
• Excellent team worker	✓					
• Understand the importance of delivering excellent customer service and gathering and acting on feedback	✓		✓			
• Able to communicate effectively with a wide range of audiences e.g. staff, prospective students and parents	✓		✓			
• Excellent organisational skills, ability to prioritise and work under pressure	✓		✓			
• Ability to use own initiative and work with minimum supervision	✓		✓			
• Flexible approach to work (including evening and weekend work)			✓			
• Experience of educational or commercial environments	✓		✓			
• Excellent ICT skills to support effective communications including social media		✓	✓			
• Ability to take individual accountability for performance against challenging and stretching targets	✓					
• Ability to produce high quality written copy and presentation materials	✓	✓				
<b>Personal Attributes</b>						
<u>Essential</u>						
• Accuracy and attention to detail			✓			✓
• Emotional intelligence, self-awareness and confidence			✓			✓

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

• An ability to prioritise and work under pressure			✓			✓
• Ability to use own initiative and work with minimum supervision		✓	✓			✓
• The leadership qualities necessary to inspire others to embrace and implement plans with energy and enthusiasm	✓					✓
• Ability to appropriately challenge staff and hold difficult conversations	✓					✓
• Commitment to on-going professional development	✓		✓			✓
• Full, enhanced DBS			✓			

**Updated: April 2024**