

Human Resources

Job Description

Position details:

Job Title:	Marketing Executive – Content & Communications
Department:	Marketing
Reporting To:	Marketing Communications Manager
Pay Scale:	18 – 25
Salary:	£20,597 - £25,340 per annum
Status:	Fixed Term
Working Hours:	37 hours per week

Overview of Job:

- You will be responsible for contributing to the planning and delivery of digital content and media relations for the college.
- You will work alongside communications colleagues to improve the quality, impact, and consistency of communications, and raise the profile of the college across a range of platforms with their key audiences.

Key Responsibilities and Accountabilities:

- Raise the profile of Walsall College by managing and helping to develop an interesting, challenging breadth of content work and stories for digital sharing, and the media.
- Using a model such as AMEC; restlessly plan, organise, measure and evaluate PR and Content.
- Produce an ongoing calendar for media releases and content, that is aligned to a wider communications plan.
- Post and comment on relevant blogs, seed content into social networks, engage in relevant conversations and answer questions.
- Work with colleagues to develop a brand ambassador network to exploit advocacy on social media.
- Utilise analytics, 'listening tools' and metrics to stay on top of audience profiles and habits, to inform the type of content that is produced, and where it should be shared.
- Utilise external media monitoring agencies to ensure a clipping service is maintained; analysing impact, and suggesting topical opportunities that you will explore.
- Analyse performance to optimise activity, including; monitoring, measuring and reporting on Social Media activity and interaction against agreed KPIs; reviewing and recommending using different benchmarking tools.
- Monitor our 'social space' for brand and related topics and conversations.

- Collect (on, *at least*, a daily basis) good news stories from relevant media; stories relating to the College. Providing hard copy content for college notice boards on a monthly basis.
- Understand the distinctive Walsall College proposition; tone of voice, pitch, and messaging for each of the Walsall College target audiences.
- Capture information related to case studies and success stories that can be used to create content.
- Ensure there is a continuous flow of content/news and respond to media enquiries.
- Support PR activity with digital PR initiatives and ensure media releases are naturally optimised and consistent with best practice SEO guidelines.
- Supply content, and support the planning and editing of college newsletters.
- Produce high quality course information; copy-editing and search optimising web copy, based on content that is supplied by curriculum teams via the course information portal.
- Produce regular internal communications with college staff and students. Reporting, monitoring, and making improvements to ensure we are using a highly effective method of engaging with this audience.
- To co-ordinate college accreditations (external kite marks), by identifying opportunities, informing appropriate colleagues, and prioritising through likelihood of success and business impact.
- To comply with all College policies and procedures including Equal Opportunities and Quality Assurance.
- To assist with events and open days as and when required.
- To attend internal and external meetings as and when required.
- To assist all other areas of the Marketing function as and when required.
- Any other duties reasonably required.

Mandatory Requirements:

- **Commitment to Safeguarding** - Safeguard the wellbeing of students, including responsibility for reporting concerns to the College Safeguarding Team.
- **Commitment to the Prevent Duty** - To prevent students and staff from being drawn into terrorism, including responsibility for reporting concerns to the College Safeguarding Team.
- **Disclose & Barring Service (DBS) Check** - All staff will be required to have an enhanced DBS check.
- **Commitment to Equality and Diversity** - To comply with the requirements of the College's Equality & Diversity Policy and to promote Equality & Diversity in all activities, including responsibility for reporting concerns to the College's E&D Operational Group.
- **Health and Safety** - To comply with the requirements of the Health and Safety at Work Act 1974. To fulfil your duties in accordance with College Health & Safety policy and procedures.
- **Continued Professional Development (CPD)** - To be committed to their own continuous professional development.
- **Code of Conduct** - To adhere to the code of conduct.

Attribute	Criteria	Essential / Desirable
Core Competences	Role models College values.	Essential
	Leads by setting an example and sharing experiences.	Essential
	Plans and schedules a variety of tasks in advance, managing priorities as appropriate.	Essential
	Sets and meets deadlines.	Essential
	Has self-confidence and is able to present ideas and arguments to others.	Essential
	Has significant professional knowledge gained through qualification, practice and theoretical/conceptual understanding.	Essential
	Regularly seeks out new methods and applies new knowledge in field of expertise.	Essential
	Able to deliver a fresh perspective.	Essential
	Understands the key drivers of the business and manages appropriately.	Essential
	Challenges existing approaches and looks for ways to improve.	Essential
	Demonstrates significant perseverance and resilience to overcome obstacles.	Essential
	Positive, enthusiastic and encourages others.	Essential
Experience	Experienced in managing written content, with a solid grasp of the latest and emerging digital formats and platforms.	Essential
	Understand the media landscape and experience dealing with media agencies.	Essential
	Proven experience within a digital content marketing environment, with a focus on multichannel content.	Essential
	Has experience using a marketing automation platform.	Desirable
	An understanding and keen interest in a data-driven content strategy.	Essential
	Clear understanding and experience of SEO, SEM, keyword planning, and a familiarity with key digital marketing priorities; PPC, CTR, CPC.	Essential
Skills and Abilities	Strong, proven commercial writing skills and scrupulous attention to detail	Essential
	An excellent communicator who's proactive and works well with others.	Essential
	Knowledge of HTML, web development / website CMS platforms, Photoshop, illustrator/InDesign.	Desirable
	A thorough understanding of inbound digital marketing communications and creative processes.	Essential
	Establishes co-operative and effective working relationships with a range of people and organisations with customers/contacts in other teams.	Essential
	Positive, enthusiastic, full of ideas, and keen to encourage others.	Essential
	Ability to manage multiple projects in a fast-paced, deadline-driven environment.	Essential
	Demonstrates significant perseverance, resilience, and personal motivation to overcome obstacles.	Essential
Qualifications	Degree or Equivalent.	Essential
	Specialist Marketing Qualification ideally PR related.	Essential