**Job Summary – Head of Marketing and Communications**

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| **Team:** | Marketing |
| **Salary:** | Scale M6 to M11 - £46,159.79 to £49,367.91 per annum  |

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| **Job summary:** |
| Newham Sixth Form College (NewVIc) is London’s largest sixth form college. It is a vibrant centre for sixth form education with the great majority of students coming from our local schools in Newham. Our mission is to create a successful learning community and everything that we do is informed by our commitment to:* Ambition: we have the highest expectations of ourselves and our students
* Challenge: we aim consistently for excellence and we are accountable to each other for work and behaviours
* Equality: we respect, value and care for all members of our community

The Head of Marketing and Communications has overall responsibility for leading, managing and coordinating NewVIc’s marketing and student recruitment campaigns to attract and convert prospective students in line with the College’s objectives. This will involve the strategic planning and implementation of marketing activities which will include: * Develop the annual cross-channel marketing activity to deliver brand awareness, lead generation and conversion and campaign effectiveness across advertising, events, digital, social media and CRM.
* Develop a public relations plan to promote the College with local stakeholders
* Identify and deliver publications to support marketing activity
* Continue to develop the corporate website and content management
* School relationship management and outreach programme
* Events with an external focus on recruitment
* Needs analysis, market research and customer insight
* Advise on the end-to-end customer journey from enquiry, application, interview and enrolment, identify key touch-point and create marketing and CRM framework and work flows to manage the customer experience.
* Lead, manage and develop a team of marketing professionals, setting clear objectives, identifying training requirements and ensuring activities are aligned with the college's strategic plan.
* Promote a culture of professionalism, openness, accountability and involvement in line with NewVIc principles .
* Management of external agencies and partners for marketing activity (creative, digital, media)
* Strong collaborative relationship with the departments and curriculum and work with Head of Advice and Recruitment (admissions) to improve lead conversion and the student experience.
* Ownership of recruitment events including open days, alumni, awards and graduation.

The Head of Marketing and Communications will be an innovative and proactive leader and manage a team of four. The core aim of the Marketing team is to promote the College and its offering and recruit students to the College, making sure that they receive high-quality information, advice and guidance to make an informed choice about their study. We are looking for someone with experience of delivering effective evidence led campaigns in a competitive market, building relationships for high value lead generation and promoting the brand. The post holder will also be able to identify suitable professional development to continuously develop the skills of the team in a fast-changing and competitive environment. Working at NewVIc gives the opportunity to be a part of a successful and innovative student-focused organisation. NewVIc offers a "rich, multi-layered IAG experience that is transforming the lives of young people" (Matrix assessor, May 2017). Leading our Marketing team allows a breadth of involvement across the College and the opportunity to bring new and fresh ideas as part of the wider student services team.This is an exciting time for NewVIc, with our 25th anniversary to celebrate, the opening of new learning facilities and a new website. The successful post holder will have the expertise and skills to attract students to join our successful learning community. A full job description for this post is attached to give you more information. |
| **Closing date:** | 12.00 noon Thursday 19 April 2018  |
| **Vacancy ID:** | MP/05 |
| **Application process:** | To apply for this vacancy please complete the application form (available from [www.fejobs.com](http://www.fejobs.com) or [www.newvic.ac.uk](http://www.newvic.ac.uk)). Applications can be submitted on-line, emailed to jobs@newvic.ac.uk or posted to Human Resources, NewVIc, Prince Regent Lane, London E13 8SG. Please ensure you allow sufficient time for your application to reach us as we cannot accept applications past the closing date/time. |
| **Selection process:** | Candidates are shortlisted on the basis of their written application and the extent to which they meet the standard criteria. You are advised to ensure that you use your supporting statement to indicate the extent to which you meet each of the criteria in the person specification below.Shortlisted candidates will be invited in for a selection day that may include a briefing, a written assessment, a presentation, and an interview. |

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| **Job Description - Head of Marketing & Communications**  |
|  | **Reports to:** Assistant Principal – Student Services**Responsible for**: Marketing Team**Main purpose**: To develop and implement a marketing strategy and plan for the College to ensure growth of student intake in line with the strategic plan and government based objectives. Main duties will include: |
|  | **Marketing and Communications** * Develop and deliver a marketing and communications programme to promote the brand and attract students to the College, identifying target audiences and producing cost effective and evidence lead campaigns.
* Deliver a market research programme, which identifies areas of development for the College provision that meets market needs and reviews and assesses the effectiveness of current activities. This helps identify market changes, growth areas and potential market loss segments.
* Build a partnership programme that strong relationships with business, government offices, local colleges, community organisations, alumni, schools and other education providers in order to increase market share and strengthen our market position
* Deliver a brand identity programme that maintains the College’s visual identity in all materials and ensures that this is adhered to by all sectors of the college.
* Deliver an evidenced media strategy across the necessary channels to reach audiences and generate and convert leads.

**Public Relations*** Proactively develop relationships with local/regional/national media and supply with news items, press releases and statements in order to ensure that the College is represented to the local community and nationally (where applicable) in an appropriate manner
* Develop and identify events that reach and external audience that can be developed as news items and co-ordinate the editorial via the marketing team
* Devise PR campaigns to support the student recruitment process throughout the year and activity earn a social media following
* Advise and co-ordinate public relations activity to promote the College and its offering ensuring that each area is represented. Make sure that College management are updated with press and media activity so that they are prepared to deal with promotional activity, negative press and potential areas of promotion for their departments.

**Publications*** Co-ordinate and manage the production of the College’s prospectus, including liaising with relevant agencies and college staff to ensure that the information is accurate, so that potential students will be able to receive the best possible information to make an informed choice.
* Copy writing general information for a range of publications and ensure that the publications budget is maximised to provide value for money
* Co-ordinate with agency designers for production and design of promotional materials.
* Co-ordinate and write copy for promotional materials including advertisements, leaflets, radio, brochures and prospectus.
* Promotion of the brand, the student experience and College offering.
* In accordance with strategic planning, manage and develop the website, directing the team and consulting with stakeholders
* Direct the team in developing the event programme, to ensure that the College is effectively promoted and the recruitment process is supported.
* Devise and lead promotional campaigns and lead the marketing team in the implementation of these campaigns to maximise interest in the College
* Lead the team in producing regular reports and recommendations on promotional effectiveness for the Senior Leadership Team
* With the Advice and Recruitment Manager, develop enquirer and applicant communications plans
* Collate relevant information such as course details and student profiles for promotional purposes
* Manage and develop the intranet and other means of internal communication

**School Liaison & Alumni*** Build strong relationships with local and out of borough schools
* Ensure that effective programmes to support particular initiatives are in place, and that issues are handled in an appropriate and sensitive manner
* Where necessary, represent the College at careers fairs, exhibitions and other external liaison events
* Manage alumni communication and development of alumni links
* Develop and manage external communication strategies, ensuring that the Marketing team and College staff implement these strategies to maximise enquiries, recruitment and image in the appropriate communities

**Market Data*** Responsibility for identifying and managing market research projects to provide data for analysis and segmentation of the College’s target markets
* Developing the market research centre within marketing, to strengthen the College’s research in order that the development of provisions has strong market intelligence available to staff
* Provide market needs analysis for various development programmes and initiatives.

**Other – team leadership to include self assessment and implementation of quality improvement plans** * Participate in, and co-operate with own annual appraisal to ensure that job related targets are met. Carry out the annual appraisal for the Marketing team to ensure their continuing professional development
* Prepare and implement the marketing self-assessment and quality improvement plans.
* Manage and motivate the work of the team to ensure that the marketing function facilitates the college in meeting targets, and so that their work is appropriately distributed to maximise efficiency of the team
* Under delegated authority prepare and manage the marketing budget, with Assistant Principal Student Services, to ensure that expenditure is efficiently managed
* Identify gaps in the market for education provision and liaise with the Senior Leadership Team to advise on future course development needs
* Direct the work of the external agencies for aspects of the marketing function to ensure value for money and achievements of the College objectives
* Ensure that all aspects of the College's quality improvement framework are adhered to by the Marketing team.
* Please note that the post holder will be expected to carry out other duties which may arise from time to time and which may reasonably be expected to fall within the grading of the post

**Person Specification for Head of Marketing & Communications**

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| **Qualifications or Training:** | * Educated to degree level or with equivalent experience. (E)
* An appropriate professional qualifications in a field relevant to marketing and communication (D)
* Wide experience in marketing and communications activities with appropriate experience at management level (E)
* Experience of managing a team (E)
* Experience of the use of IT in marketing and market research (E)
* Experience of managing budgets (E)
* Experience of customer relationship management (E)
* Holds the CMI postgraduate diploma or willingness and commitment to undertake (D)
* Experience in the education sector (D)
* Experience of working closely with academic staff within an educational institution at a management level (D)
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| **Personal Qualities & Attributes:** | * Excellent interpersonal skills and communication skills (E)
* Able to lead, motivate and inspire a team (E)
* Excellent organisational skills, with the ability to project manage and co-ordinate the work of a multi-disciplinary team (E)
* Able to work independently and collaboratively with a range of stakeholders (E)
* Able to meet deadlines and work under pressure (E)
* Commitment to equality and diversity (E)
* IT skills, including use of databases and spreadsheets and the ability to learn quickly new IT-based systems (E)
* Flexible and responsive approach (E)
* Crisis management skills (E)
* Excellent digital skills (E)
* Excellent written, copywriting skills and proof reading skills (E)
* Forward thinking, capable of both innovation and the implementation of new ideas. (E)
* Able to understand the strategic direction of the College, and devise marketing strategies that correspond to the College development plan. (E)
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**Other Information**Health and Safety - all employees must comply with the requirements of the Health and Safety at Work Act 1974 and affiliated regulations. Employees are also required to comply with the college’s Health and Safety Policies and take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions. Where the college has a statutory duty with regard to health and safety employees are required to co-operate with the college and its managers and officers so far as is necessary to enable the college to meet that duty. This includes using equipment and substances in accordance with training and instruction and the reporting of serious dangers to your own or others’ safety.The College operates a smoke-free policy and the post-holder is prohibited from smoking in any of the College's buildings, enclosed spaces within the buildings, and College vehicles.   Staff will not be released for a break that is specifically for smoking.Equality – the postholder must be committed to the college’s Equality and Diversity Policy and advancing equality through our Equality Objectives.Annual leave – the postholder will be entitled to 32 days annual leave per annum to be taken outside of term time, plus three compulsory closure days between 25 and 31 December.Performance – the postholder will be required to participate in performance reviews and undertake a plan of training where necessary.NewVIc supports the professional development of its staff. The strong team culture in the college provides a stimulating environment in which to develop your skills. Development needs are discussed during the appraisal process and there is a generous budget for staff development requests that support team and college objectives.There is an induction programme for new staff.Confirmation of appointment is subject to a satisfactory 10 month probation period.The postholder will be required to adhere to College policies and procedures.This post is eligible for membership of the Local Government Pension Scheme (LGPS).In addition to the responsibilities listed above, all employees must be adaptable in their approach and undertake other duties that are commensurate with the postholder’s level, wherever they may be, to achieve the objectives of the College.The postholder will be required to have a clearance from the Disclosure and Barring Services. Criminal convictions will only be taken into account when they are relevant to the post.We are committed to safeguarding and promoting the welfare of children and young people. We expect all staff to share this commitment and participate in statutory training in safeguarding and Prevent. **Useful websites:**NewVIc[www.newvic.ac.uk](http://www.newvic.ac.uk/)The college’s own websiteThe 2015 Ofsted inspection report on NewVIc<http://www.newvic.ac.uk/news/publications/OfstedIinspection2015.pdf>Newham Council[www.newham.gov.uk](http://www.newham.gov.uk/)The website of Newham Council |