

Job Description

Post:	Public Relations & Marketing Officer
Salary Grade:	Band 7, Points 24 – 28 of the SFC Support Staff Pay Scale
Responsible to:	Head of Department

Key Purpose:

1	To ensure that an effective and accurate service is delivered within the Marketing team through Public Relations.
2	To develop and maintain excellent working relationships with key contacts, including press (local and national), staff, councils, AoC, awarding bodies, educational links etc. To be the first point of contact for press issues and making a decision and judgement on action to be taken.
3	To contribute to the PR strategy to ensure that relevant agencies are informed of the positive work within the College.
4	To produce communication materials including newsletters. Seek material, prepare, edit and proof read.
5	To contribute to events that celebrate success and promote the College at events such as awards evening, open evenings and Oscar events.
6	To assist in all functions of the Marketing team including events, production of materials, proof reading, advertising and specific focus on PR.

Responsibilities

1	To participate in key College processes as required.
2	To act at all times in accordance with College policies e.g. Health and Safety, Equality & Diversity, Inclusion and Quality Assurance.
3	To work flexibly in the interests of the organisation as required.
4	To participate in performance reviews and to undertake staff development activities as appropriate.
5	To be responsible for promoting and safeguarding the welfare of children, young people and vulnerable adults you are responsible for, or come into contact with.

Duties and Responsibilities:

a	To ensure that key contacts are kept up to date with forthcoming events and news stories, encouraging them to cover our stories.
b	To proactively seek stories from staff within the college, ensuring that all departments are covered.
c	To monitor press and online coverage by the college, competitors and other related organisations. To report monthly to the Director of Marketing & Learner Services.
d	To be the first point of contact internally and externally for all press and communication issues. To ensure that all calls are actioned accordingly, passing certain issues through to the Director of Marketing & Learner Services or Chief Executive or Head of Faculties as required.
e	To assist in developing a PR strategy and crisis management plan that can be adhered to as required, whilst working towards the aims of the strategic plan.
f	To develop a systematic approach for the production of newsletters across the college for stakeholders, including researching and evaluating effectiveness.
g	To ensure that the website(s) and on-line media reflect the news stories, and monitor the use of such methods.
h	To contribute to the organisation of internal and external events such as open evenings, awards evenings, ceremonies etc. To ensure that relevant invites are sent out, speeches are written, photographers are arranged, press are informed, press releases done in a timely manner after each event. To take photos and quotes at events, as required.
i	To audit the appearance of displays at each college centre and pro-actively update as required.
j	To manage press events, including attendance, liaison with partners, co-ordination of Senior Leadership and post event publicity.
k	To generally support the role of Marketing in order to promote the college positively and recruit students.
l	To work to deadlines which can be very tight, whilst ensuring that statements from the college are approved as required.
m	To take full consideration of standards such as equality, diversity, every child matters and safeguarding when producing marketing documentation.
n	To produce Marketing documents ensuring that proof reading is accurate.
o	To take part in events such as open evenings, enrolment, school promotional events, etc.
p	To assist with other Marketing activities such as advertising, ordering of materials and website content management.
q	To be proactive in looking at new ideas and suggesting new activities that can support the college recruitment of students.
r	To carry out any other duties commensurate to the post as required by the Line Manager / Senior Leadership.

Variations to the job description may be required from time to time and when this arises there will be a discussion with the post holder.

All post holders are expected to comply with the College's policies and codes of practice in relation to Equal Opportunity, Inclusive Learning, Health & Safety and Quality Assurance.

Post holder to sign and date the job description:
Name of the post holder:
Line manager to sign and date the job description:
Name of the line manager:

Person Specification – Public Relations / Marketing Officer

		<u>Essential</u>	<u>Evidence</u>		<u>Desirable</u>	<u>Evidence</u>
Qualification	1.	Degree or equivalent in relevant subject	Certificate	a.	Chartered Institute of Public Relations qualification at degree or an equivalent level	Certificate
	2.	Level 2 Literacy, Numeracy and IT	Certificate			
Professional Development	3.	Evidence of ongoing professional development	Application			
Knowledge	4.	Knowledge of PR/communications internally and externally	Application/ Interview			
	5.	Knowledge of working in a Marketing Environment	Application/ Interview			
Experience	6.	Experience of writing content for PR and communication purposes	Application/ Interview	b.	Experience of working in a College environment	Application/ Interview
	7.	Working to strict deadlines	Application/ Interview			c.
Skills/ Qualities	8.	Good organisational skills	Application/ Interview			
	9.	Good communication skills	Application/ Interview			
	10.	Flexible approach	Interview			
	11.	Ability to work as part of a team	Interview			
	12.	Eagerness to see work printed in local press, journals etc	Interview			
	13.	Deal in a confidential and discrete manner	Interview			
	14.	Ability to work under pressure	Interview			
	15.	Attention to detail	Interview			
	16.	Ability to work on own initiative	Interview			

Other	17.	Strong values and commitment to the College's ethos.	Application/ Interview	d.	Access to personal transport	Application
	18.	Demonstration of proactive support for equality, diversity and inclusivity.	Appointment / Interview			
	19.	A commitment to safeguarding and promoting the welfare of learners.				
	20.	DBS check acceptable to College will be undertaken for successful applicant	Appointment			
	21.	To work flexibly in the interest of the college including weekends and evenings.	Application/ Interview			
	22.	To work across all centres of Salford City College.	Application/ Interview			