



# Marketing and Events Manager

## Job Description

Area	:	<b>Marketing and School Partnerships</b>
Salary Range	:	<b>MI Pt 40-43, (£40,311 - £44,042)</b>
Hours of Work (Full-time/Part-time)	:	<b>Full-time</b>
Line Manager	:	<b>Marketing and School Partnerships Director</b>
Line Managing	:	<b>Marketing Supervisor</b>
Responsibility for	:	Marketing Supervisor; PR and Communications; Brand identity; Event management; Web and social media development and implementation; <i>and</i> Market research, design, methodology and channel approach to LMI

## Main Purpose of Job:

To provide leadership and management of the Marketing team, working across the College and collaboratively with peers to promote all aspects of College experiences, opportunities and provision.

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

- 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 provides 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, equality, diversity, and inclusivity.

The post-holder will be a member of the College Leadership Team (*CLT*) and will work closely with the College Senior Leadership Team (*SLT*) and Executive Leadership Team (*ELT*).

## I. Key Duties and Responsibilities:

- I.1. Provide strong, positive and inspirational leadership at College Leadership Team (*CLT*) level to promote a high-quality marketing offer and drive learner recruitment.
- I.2. Be the lead manager for Marketing and Events across the College, by having a robust knowledge and understanding of marketing, branding and events and the ability to ensure College values permeate all aspects.
- I.3. Undertake a strong and supportive line management function including performance management, individual and team development in line with the College's policies and procedures.

- 1.4. Ensure that communications have the breadth and reach to serve all the communities the College provides for including but not exclusive to website, online and offline mediums.
- 1.5. Create opportunities for dynamic, creative exploration of new strategies and approaches.
- 1.6. In consultation with key stakeholders, take a leading role in implementing new developments, improvements and growth.
- 1.7. Drive innovation, quality and consistency within all marketing activity.
- 1.8. Develop and implement both strategic and operational marketing plans, with a central focus on learner recruitment working in collaboration with peers.
- 1.9. Provide clear day-to-day leadership to the marketing team to achieve high standards of professionalism and performance in meeting of objectives and recruitment targets.
- 1.10. Lead on the organisation, planning and delivery of all College events including Open Evenings, learner recruitment activities, awards and celebrations.
- 1.11. Lead on all award nominations, both internally and externally, ensuring all opportunities for external recognition are optimized.
- 1.12. Work in partnership with key members of CLT and SLT, such as Assistant Directors and Director of Management and Information Systems to ensure that marketing materials are current, accurate and offer high quality information.
- 1.13. Develop and maintain effective internal communications including the development of ongoing relationships with curriculum and business support teams.
- 1.14. Ensure digital marketing and media meet the needs of the College strategic priorities and vision.
- 1.15. To analyse statistical reports, and provide key information to CLT and SLT.
- 1.16. Manage the reporting of data analysis, specifically in relation to LMI (*Labour Market Information*), Learner Market Information, Competitor analysis to support and inform curriculum planning.
- 1.17. Develop, present, and analyse evaluation methods of all marketing tools to ensure efficiency of marketing spend and maximum conversion, to help determine future strategies.
- 1.18. Take responsibility for the College brand, ensuring messaging and representation is strong, consistent and appropriate acting as guardian of the College brands and identity.
- 1.19. To lead on the continuous review and development of the College's corporate image and ensure its promotional activities project clear brand identity which result in successful business growth.
- 1.20. To have an understanding and knowledge of key changes within the educational sector to anticipate the impact these may have on key target markets to assist with decision making.
- 1.21. To manage staff resource as appropriate to achieve the objectives of the role.
- 1.22. To support the management of allocated resources and budgets to comply with audit and financial regulations and management procedures.

## **2. Generic Duties and Responsibilities:**

- 2.1 Promote a culture of innovation, excellence and equality.
- 2.2 Reflect the vision, mission, aims and values of the College.
- 2.3 Follow all agreed Quality Assurance and Risk Management Systems operating in the College and contribute generally to the establishment and development of a quality provision/service.
- 2.4 Manage all delegated resources and budgets flexibly and efficiently in accordance with allocation.
- 2.5 Contribute to the development of and ensure compliance with College policies, procedures and agreements.
- 2.6 Contribute to College strategic and operational management through participation in formal committees and meetings and work closely with other staff on resolving College wide challenges.
- 2.7 Contribute actively to the risk management.
- 2.8 Promote and implement the College's strategies on equality, diversity and safeguarding.
- 2.9 Undertake appropriate staff development activities that support personal development and the changing needs of the College and its environment.
- 2.10 Be aware of and be responsive to, the changing nature of the College and adopt a flexible and proactive approach to work.
- 2.11 Recognise, celebrate and share best practice across the College to ensure all curriculum and functional areas operate to a consistently outstanding level.
- 2.12 Carry out Duty Manager responsibilities on a rota as part of the duty team.
- 2.13 Undertake such other duties as may reasonably be required commensurate with this grade at any College location or in the College catchment area.

*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.*

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Cheshire College  
South & West

## Person Specification

	Assessment Method					
	Application Form	*Test	Interview /Presentation	Psychometric Testing	Qualification Certificates	References
<i>*Test = Skills Test/Knowledge Test/Micro Teach/Presentation</i>						
<b>Education and Qualifications</b>						
<b>Essential</b>						
• Degree and/or a comparable professional qualification	✓				✓	
• Evidence of continuing professional development and genuine interest in continuous learning	✓				✓	
• Valid full UK Driving Licence	✓				✓	
<b>Desirable</b>						
• Qualification in Marketing	✓				✓	
• Qualification in Management	✓				✓	
<b>Skills and Experience</b>						
<b>Essential</b>						
• Substantial experience as a manager (5+ years) within a sector which is driven by quality and customer service	✓		✓			✓
• Significant experience of successfully leading and managing staff within a marketing environment	✓		✓			✓
• A management style that motivates and inspires others to achieve outstanding results at pace with exceptional results	✓		✓			✓
• Experience of leading, developing and contributing to strategic and operational plans	✓		✓			✓
• Excellent written and verbal communication skills and strong listening skills – used to operating at a range of levels, within and on behalf of an organisation	✓	✓	✓			✓
• Experience of producing engaging, clear and accessible communications for a range of audiences	✓		✓			✓
• A proven record of exceptional networking and relationship building with stakeholders	✓		✓			✓
• Experience of implementing and monitoring a culture of continuous improvement including an effective performance management process	✓		✓			✓
• A proven record of working to deadlines and delivering results	✓	✓	✓			✓
• Analytical skills with proven ability to use management information, audit reports and Self-assessment to identify issues and opportunities to drive performance	✓		✓			✓
• Clear understanding of how to improve quality of service and evidence of raising standards	✓		✓			✓
• Excellent problem-solving skills. Ability to problem solve both operational and strategic issues through a pragmatic and commercially sound approach	✓	✓	✓			✓
• Proven experience of maintaining a tight control on costs						✓
• Experience of Stakeholder management across a multi-faceted business	✓					✓
• An open leadership style that motivates and inspires others to achieve outstanding results			✓	✓		✓
• A confident communicator with excellent verbal, written and presentation skills	✓					✓

Personal Attributes						
Essential						
• Excellent inter-personal skills with ability to develop positive working relationships at all levels (internally and externally) and to translate ideas into actions	✓		✓			
• Proven and demonstrable experience of critical thinking and the ability to apply this to affect change in a fast-paced environment	✓		✓			
• Emotional intelligence, self-awareness and confidence			✓	✓		
• Ability to prioritise and organise workloads, work flexibly to meet deadlines and respond to unplanned situations		✓		✓		
• Able to effectively plan to anticipate problems and plan for worst case scenario and identify and mitigate risks			✓			✓
• The leadership qualities necessary to inspire others to embrace and implement plans with energy and enthusiasm	✓			✓		
• The confidence to challenge existing practices and to lead initiatives for new and efficient use of resources			✓			
• Able to appropriately challenge staff and hold difficult conversations			✓	✓		✓
• Accuracy and attention to detail		✓		✓		
• Excellent organisational skills, ability to prioritise and work effectively under pressure		✓		✓		
• Flexible approach to working	✓	✓	✓	✓		
• Demonstrate knowledge of and commitment to quality of opportunity and treatment for all members of the College community		✓	✓			
• Commitment to on-going professional development for self and others	✓				✓	

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