

## Job Description

Post title: Marketing Coordinator  
PR, Communications & Social Media

Responsible to: Head of Marketing and Admissions

## Purpose of the Role

The postholder will be expected to:

- Have a major role in the marketing and PR strategy to enhance the reputation of Wigan & Leigh College with all stakeholders and the local community and to position Wigan & Leigh College as the leading provider of education to all client groups.
- Communicate and engage with key client groups using a range of media including press, digital and social media.

## Duties

1. To develop and contribute to strategies which ensure the achievement of recruitment targets.
2. To coordinate PR across the College ensuring that the College brand messages & subject USPs are continually reinforced.
3. To ensure media & digital coverage of all College brands including 16-18 College (full-time and Apprentices), Adult College, University Centre Wigan & Leigh College and Employer Engagement.
4. To develop and contribute to the PR strategy for Leigh College.
5. To liaise with all curriculum Heads of Departments to identify PR leads for use in local & regional press, social and digital media.
6. To write press releases and articles for the web and social media platforms in the appropriate format.
7. To develop effective relationships with local and regional press and media to gain maximum exposure via press and online coverage.
8. To ensure news stories are uploaded to the College website and online platforms in a timely manner.
9. To measure the effectiveness and impact of press and online coverage. To report on AVE (advertising value equivalent) on a monthly and termly basis.
10. To review the College's press, social media and online coverage daily.

11. To keep abreast of College brand messages, department USPs, the College curriculum and new initiatives.
12. To maintain a bank of case studies for use in marketing publications and online. Ensure these are accessible for all College staff.
13. To work with the School Liaison staff and Creative Artworker / Designer to produce case studies and destinations posters for each feeder High School.
14. To keep the College's social media platforms updated regularly working within the parameters of the College's social media guidelines.
15. To ensure that the College's social media pages are branded and profiles are relevant. To update daily.
16. To develop and implement a quarterly implementation plan and social media content calendar.
17. To develop social media platforms for identified College brands.
18. To develop creative competitions to engage and drive visitors to the College website and social media pages.
19. To plan and implement social media campaigns for all College brands.
20. To develop the use of the College's online presence (such as Facebook, Twitter, Instagram, Linked in, Pinterest and You Tube channel).
21. To take photographs to accompany press releases, as well as for use on digital and social media platforms.
22. To work alongside the Marketing & Admissions team at College events such as open evenings, taster days, welcome days and awards ceremonies.
23. To undertake live posts and tweets during College events.
24. To work alongside the Head of Marketing and Admissions and Marketing Coordinators to continually develop the content of the College website.
25. To update the College website content regularly reinforcing brand messages, department USPs and regular news stories using the content management system.
26. To keep abreast of competitors' digital and social media presence.
27. To monitor and measure the College's digital and social media presence.
28. To develop and implement internal communication strategies.

## **Corporate Responsibilities**

1. To share and demonstrate the values of the College.
2. To adhere to all College regulations including financial regulations.

## **General Responsibilities**

1. To take responsibility for ones own continuous and professional development.
2. To ensure compliance with the Data Protection Act and Freedom of Information Act.
3. To follow strictly the requirements of the College policies and in particular the Health and Safety Policy, Sustainability Policy and Equality/Diversity Policy and to maintain confidentiality in all aspects of College business.
4. To work co-operatively with other areas of the College to provide a corporate College service, particularly at enrolment times and during academic vacations.

You may be required to undertake such other duties, commensurate with your grade and hours of work, as may reasonably be required.

You may be required to work at or from any building, location or premises of Wigan and Leigh College, and any other establishment where Wigan and Leigh College conducts its business.

## **Variation to this Job Description**

This is a description of the job as it is at present, and is current at date of issue. The job description will be reviewed and updated as necessary to ensure that appropriate revisions are incorporated, and that it relates to the job to be performed. This process is carried out through discussions with Management. You are expected to participate fully in the review and, following discussion to update your job description as is considered necessary or desirable. It is our aim to reach agreement on reasonable changes. However, if such agreement is not forthcoming, Management reserves the right to insist on changes after consultation with you.

**This College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.**

The successful candidate will be required to apply for a Disclosure and Barring Service (DBS) check. Further information about the DBS can be found at [www.gov.uk](http://www.gov.uk)

## **Qualifications**

- GCSE Maths and English grade C qualifications or recognised equivalent or to attain within the probationary period
- Degree (or equivalent) in Marketing, Journalism, PR or a related subject

### **Knowledge**

- Working knowledge of Microsoft Word, Outlook, Excel & Access

### **Competencies**

- Able to:
  - communicate effectively and in writing at all levels of the organisation and with external contacts
  - set, prioritise and achieve objectives
  - use initiative and make decisions
  - adopt a flexible approach to working hours and fluctuating work schedules, including evenings and weekends
- Competent in delivering presentations
- Numerate
- Excellent copywriting skills
- Proven expertise in a similar PR/Communications role
- Proven experience in collecting and collating information
- Proven experience in negotiating and monitoring resources
- Proven ability in collecting, organising and presenting information accurately and clearly
- Presents self positively to others
- Basic competence in finance
- Shows self-confidence and personal drive
- Obtains the commitment of others

### **Other Requirements**

- Able to travel as necessary to fulfil the duties of the post
- A commitment to on-going personal development and willingness to attend appropriate training courses, which may require overnight subsistence
- A willingness to work flexibly and outside of normal office hours; evenings, weekends and occasionally at bank holidays
- Suitable to work with children and young people in accordance with Government guidelines for safeguarding children
- This post is exempt from section 4 (2) of the Rehabilitation of Offenders Act, 1974, as the duties give you access to persons who are under the age of 18. Applicants are not entitled to withhold information about convictions, which would be regarded as spent for other purposes