

Title of Post: **Marketing Coordinator**

Responsible to: **Marketing and Communications Manager**

Salary: **£21,451 - £23,496 (Scale E)**

Purpose: To implement marketing and communications activities as part of the college marketing strategy. Taking ownership of allocated activities as well as coordinating and facilitating other activities in line with marketing objectives.

Main Duties and Responsibilities

- To provide effective and comprehensive support to the Marketing and Communications Manager to meet the marketing objectives
- Contribute to the communications, PR, advertising, events, website and publications delivered by the marketing team
- Prepare clear, accurate and concise content for internal and external marketing materials including social media, website, social media, media, presentations, corporate publications and events.
- To act as an excellent ambassador for the college, supporting promotional and recruitment events as required (e.g. Open Evenings, school visits etc.)
- To facilitate and support student ambassadors and teaching staff involvement in marketing and recruitment activities as appropriate
- To monitor, collate and disseminate college media coverage
- Plan and deliver lively and relevant social media content and engagement campaigns in line with recruitment goals and college objectives
- To play an active role in improving internal communications, conducting market research
- Support the co-ordination and production of college publicity materials
- Carry out a range of administrative tasks and be able to provide cover for other team members where required
- Assist other team members as required in line with own level of responsibility
- Other ad-hoc marketing and communications and college activities as directed by the Marketing and Communications Manager

PERSON SPECIFICATION FOR MARKETING COORDINATOR

	Essential	Desirable	Method of assessment
QUALIFICATIONS / TRAINING			
▪ High standard of literacy and numeracy with evidence of a good general education	√		A
▪ Relevant degree (or equivalent marketing qualification or experience)	√		A
EXPERIENCE			
▪ Working with young people 16-19 age range		√	A
▪ Working in a marketing or communications role (paid or voluntary)		√	A
▪ Working with digital (including web & social media)		√	A
▪ Working to support events		√	A
▪ Managing social media channels and website content		√	A
KNOWLEDGE SKILLS & ABILITIES			
Knowledge of:			
▪ Safeguarding and promoting the welfare of children and vulnerable adults	√		I
▪ Working with 16– 19 age group		√	I
▪ Understanding of branding		√	I
Ability to:			
▪ Communicate confidently, in person, on the telephone and in writing to individuals and groups of people	√		A & I
▪ Enjoy working with people of all ages and at all levels	√		I
▪ Work well under pressure	√		I
▪ Contribute positive and innovative ideas in order to assist in solving problems	√		A & I
Skills:			
▪ Highly organised, accurate with a strong attentive to detail	√		A & I
▪ Confident in use of IT – including editing web content	√		A & I
▪ Basic design skills (Photoshop, InDesign)		√	I
▪ Full Driving licence and access to a vehicle	√		A & I
▪ Enthusiastic, flexible with a creative approach to tasks	√		I

▪ Self-motivated, proactive, approachable and capable of working with minimal supervision within a small team	✓		I
▪ Reliable and committed to achieving the highest professional standards at all times	✓		I

General information

This is a full time post, 37 hours per week for 52 weeks per annum.

The annual leave entitlement is 24 days in addition to Bank and Public holidays. Holiday cannot normally be taken during the period from the publication of A Level results through to October half term.

The normal College hours are 8.30pm to 4.30pm Monday to Thursday and 8.30am to 4.00pm on Fridays. This includes an unpaid 30 minute lunch break. Due to the nature of the post there will be a requirement to work some extended days and a number of evenings, particularly in the first half of the Autumn Term, for which time off in lieu will be granted. The post holder will be reimbursed for expenses incurred during the execution of their duties, eg visiting schools.

The starting salary for this post is £21,451 rising to £23,496 per annum on an incremental scale subject to satisfactory performance.