

JOB DESCRIPTION

TITLE: Group Head of Public Affairs

GRADE: Management Spine

RESPONSIBLE TO: Group Executive Director Marketing, Communications and Student Support

PURPOSE OF JOB:

- To lead the development and execution of a proactive public affairs strategy that enhances the college's visibility, strengthens its relationships with key stakeholders.
- To be responsible for significant corporate, promotional, and enrolment events.
- To read and summarise policy papers, lead on consultations, co-ordinate and support bids and manage stakeholder events focused on policy and influence.
- Facilitate for relevant directors and senior managers to collectively present NCC to our high stakes external audiences in their areas of expertise

MAIN TASKS AND RESPONSIBILITIES:

1. In common with all other staff:

- 1.1 To support the College's mission, vision, values and strategic objectives.
- 1.2 To implement the College's Equality and Diversity policies and to work actively to overcome discrimination on grounds of all protected characteristic groups in the College's services.
- 1.3 To take responsibility for one's own professional development and participate in relevant internal and external activities.
- 1.4 To implement the College's safeguarding policies and practices.

- 1.5 To implement your health and safety responsibility in line with the College's Health and Safety policy.
- 1.6 To ensure that data is handled in line with the General Data Protection Regulations.
- 1.7 To contribute to the College's commitment to continuous improvement as identified in the College's quality assurance systems.
- 1.8 To undertake any other duties commensurate with the grade and responsibilities of the post which may be required from time to time.

2. Particular to the post:

Management of staff

- 2.1 To be responsible for the line management, support, supervision and professional development review of designated staff, setting and monitoring performance and financial targets as appropriate.
- 2.2 To lead on the recruitment and selection of staff across campuses for your area and the designation of their responsibilities and duties.
- 2.3 To ensure that all new staff in their area are given appropriate induction in accordance with College policy.
- 2.4 To identify staff training and development needs and ensure that these meet strategic and operational priorities.
- 2.5 To support and develop effective cross campus working ensuring the sharing of good practice and consistent approaches to curriculum delivery.

Management of budgets and resources

- 2.6 Manage, control and be accountable for approved budgets within your area of responsibility.
- 2.7 Produce, implement and evaluate an annual marketing strategy. Develop budgeted overall and local plans for priority areas of the college's work and initiatives. Present plans and evaluative reports to the senior team and governors.
- 2.8 Lead on development of systems and processes relating to the work of your teams to make sure that they continue to meet the requirements of staff, students and other users.
- 2.9 Monitor and analyse the effectiveness of marketing and recruitment initiatives, enquiry data and student enrolment conversion rates, and utilise measurable information to refine plans accordingly. Produce an annual service area review and improvement plan to inform continuous quality improvement of your work and the work of your teams.

Management of activity

- 2.10 Lead and implement marketing, promotional and public relations activity which meets the overall requirements of the college and, within this, support departments, commercial activity, projects and initiatives.
- 2.11 Develop and monitor the New City College brand family within an overall corporate identity and reputation management strategy. Lead your team to proactively seek and secure opportunities for positive social/media coverage which promotes the college.
- 2.12 Be responsible for the development and content of the New City College website and other websites, microsites and sub-sites within the New City College Group
- 2.13 Lead a schedule of effective recruitment and promotional events for the College group to include open and recruitment events, stakeholder events, awards and recognition events. Manage the college's brand and reputation at external events, making sure of consistent branding, quality and highest standards across every event opportunity.
- 2.14 Give strategic leadership to the college Contact Centre and other Customer Services teams, leading on developments which make a positive impact to enquirers, potential students and the staff in these teams.

Professional expertise

- 2.15 Maintain a knowledge of local, regional and national developments relating to Further Education, and ensure that these developments inform marketing and student recruitment strategy. Proactively use primary and secondary market research to inform activity and strategies, and identify new market audiences and opportunities.
- 2.16 Discuss with college managers their marketing, promotional, communications and student recruitment needs, giving advice and support to make sure of buy-in and that their needs are met within the wider New City College marketing and student recruitment strategy.
- 2.17 Be the final proof-reader. Ensure robust attention to detail, accuracy and high standards of content across all of the college's channels of external promotional content including reviewing materials before production to ensure appropriateness and accuracy of message/content, and consistency of design/layout. Be responsible for and accountable for the development and production of accurate and timely course information and other promotional materials, which maximises student recruitment.
- 2.18 Support internal communication across the Group, in particular the development of messaging channels, internal branding (including management of printed and digital material around campuses) and the dissemination of high-quality information to students and staff.

3. In common with all other staff:

- 3.1 To support the College's mission, vision, values and strategic objectives.
- 3.2 To implement the College's Equality and Diversity policies and to work actively to overcome discrimination on grounds of all protected characteristic groups in the College's services.

- 3.3 To take responsibility for one's own professional development and participate in relevant internal and external activities.
- 3.4 To implement the College's safeguarding policies and practices.
- 3.5 To implement your health and safety responsibility in line with the College's Health and Safety policy.
- 3.6 To ensure that data is handled in line with the General Data Protection Regulations.
- 3.7 To contribute to the College's commitment to continuous improvement as identified in the College's quality assurance systems.
- 3.8 To undertake any other duties commensurate with the grade and responsibilities of the post which may be required from time to time.

4 Person Specification: (E=Essential)

Experience

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| 4.1 | Possession of a degree and/or appropriate professional qualifications. | E |
| 4.2 | Minimum five years in a multi-disciplined marketing management role, producing, implementing and evaluating strategic and tactical marketing and communication activity, including event management.. | E |
| 4.3 | Experience of further or higher education student recruitment. | D |
| 4.4 | Experience of effectively managing diverse staff teams and cross-organisational working groups in a large, complex organisation. | E |

Knowledge, Skills and Understanding

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| 4.5 | Up-to-date knowledge of best practice in all areas of marketing, media relations, and branding and desire to remain up to date with professional developments. | E |
| 4.6 | A detailed knowledge of the further education and training sector. | E |
| 4.7 | A sound understanding of the General Data Protection Regulation and how this must be implemented across your directorate. | E |
| 4.8 | Ability to develop strong working relationships, with high level communication skills. | E |

4.9	Ability to present information confidently and to take feedback constructively	E
4.10	Highly organised with a good eye for detail, with impeccable spelling and grammar.	E
4.11	Ability to analyse data and use information to inform planning.	E
4.12	A creative and flexible approach. Confident and proactive with a 'can do' attitude.	E
4.13	An agile mindset, always learning from experience, striving for improvement and open to new ways of working to achieve this.	E
4.14	An understanding of and commitment to Equality & Diversity and Safeguarding & practical ideas for their implementation in this post.	E

Additional Information:

This job description will be regularly reviewed to ensure that it is an active description of the responsibilities and duties of the individual post holder and that these responsibilities and duties consistently match the needs of the College.