
TITLE: Marketing Coordinator

GRADE: Scale 5-6

RESPONSIBLE TO: Group Marketing Manager

PURPOSE OF JOB:

- To support the group marketing team in the planning and delivery of New City College marketing and recruitment activity in line with key priorities.
- To support campuses and curriculum teams to deliver marketing activity which maximises student recruitment, retention and positive reputation.
- To increase community engagement with the College through supporting delivery of outreach activities to local groups, organisations and venues etc. to aid student recruitment and experience
- To work with stakeholders and colleagues on campus and in cross-College departments to lead on the planning and coordination of key college events including open days, applicant taster days, summer enrolment and student awards and liaise across the campuses to promote the very best of the college's teaching and learning
- To take an active lead on group marketing initiatives as appropriate
- To deputise for the Group Marketing Manager as required.

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 characteristics; sex, race, religion/belief, disability, sexual orientation, age, pregnancy/maternity, gender reassignment status, marriage/civil partnership status.
- 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 contribute to the College's commitment to continuous improvement as identified in the College's quality assurance systems.
- 1.7 To ensure that data is handled in line with the General Data Protection Regulations.

2. In common with all other support staff:

- 2.1 To participate in College-wide projects and tasks.
- 2.2 To work in other support services areas to meet the specific needs of workload peaks.
- 2.3 Such other duties of a similar nature commensurate with the grade as may be required from time to time. This may/will require working in other campuses of the College.

3. Particular to the Post:

- 3.1 Coordinate, under direction of the Group Marketing Manager, delivery of marketing activity related to respective campuses including all local advertising, digital, PR and events and other marketing campaigns.
- 3.2 Working with stakeholders and colleagues across the campus including Deputy Principals, SCMs, and Customer Services, lead on the planning and co-ordination of key college events on campus, including Open Days, Applicant Taster Days, summer enrolment and awards and liaise across the college campuses to promote the very best of the college's teaching and learning.
- 3.3 Manage and maintain productive and collaborative relationships with deputy principals, curriculum directors and managers to respond to and create innovative marketing approaches relevant to curriculum areas, and liaise with all relevant colleagues to ensure activity is carried out in a create, accurate, timely manner.

- 3.4 Work with other colleagues in the marketing team to produce campus specific and group where appropriate marketing materials to the highest standards across multiple channels.
- 3.5 Under the direction of the Group Marketing Manager, set agreed evaluation measures for marketing activity and monitor and produce reports on campaign activity to demonstrate return on investment.
- 3.6 Support the campus' social media channels ensuring strong organic content is posted/tweeted etc, monitor any enquiries/comments, and respond to these in a timely and accurate manner.
- 3.7 Support the management of content of the NCC website for the campus and curriculum areas of responsibility ensuring all campus and course content is updated and accurately reflected both in ProSolutions and on the website.
- 3.8 Create engaging, accurate and grammatically correct copy for a variety of marketing channels such as website, print, social media, email and advertising.
- 3.9 Co-ordinate and manage the campus internal communication – display screens, display noticeboards etc, ensuring they are up to date and kept tidy and relevant – and liaising with curriculum teams to represent their curriculum areas effectively to the wider campus.
- 3.10 Co-ordinate student photography/event photography, ensuring all photography is GDPR compliant.
- 3.11 Raise Purchase Orders in a timely manner on the college's financial platform and keep the Group Marketing Manager informed on budget spends.
- 3.12 Support and co-ordinate local positive PR and media activities to gain coverage and support media appearances
- 3.13 Support College activity to grow community outreach by taking ownership of outreach and marketing activities in specified regions, while attending events or helping to coordinate events with a range of community groups, schools and organisations to increase student engagement and relationships.
- 3.14 Oversee marketing apprentices (where applicable) ensuring they provide marketing support, offering guidance/supervision of all marketing work and ensuring a professional approach to marketing across the department.
- 3.15 Undertake any other duties as appropriate within their competence, as required by the Group Marketing Manager or Group Director: Marketing.

4. Person Specification:

- 4.1 Educated to degree level or equivalent career experience.

- 4.2 Two years+ experience in a communications or marketing role, including managing the production of marketing collateral and events management.
- 4.3 Knowledge and experience of marketing and communication strategies.
- 4.4 Experience of developing and writing content for a variety of channels both online and print, including copywriting and videography / digital skills.
- 4.5 Knowledge of marketing collateral design and print and use of content management systems for web editing.
- 4.6 Ability to think creatively generating new ideas and following through to completion.
- 4.7 Project management experience with the ability to deliver on time and within budget and with the ability to produce communications solutions under pressure.
- 4.8 Strong organizational skills to make sense of a fast-moving and diverse range of activities.
- 4.9 Strong written skills with attention to detail, including excellent copywriting, proof-reading and editing skills.
- 4.10 Strong interpersonal, diplomacy and negotiating skills and ability to work with staff at all levels of the organisation, both curriculum and support, as well as external bodies.
- 4.11 Experience of working independently to tight deadlines and using own initiative to solve problems.
- 4.12 Strong IT skills.
- 4.13 Flexible and adaptable attitude to work.
- 4.14 Experience of working in education would be advantageous.
- 4.15 Experience of working with young people and with schools would be advantageous.

Additional Information:

Hours of work: 35 hours per week - all year round. Routine fixed daily start and finish times between 08:30 and 21:00 by agreement.

Under exceptional circumstances, e.g. alterations in the College's pattern of working or changes in pattern of demand, the hours of attendance may be varied after consultation with the member of staff concerned.

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.