#

### Role Description

##### Business Area

Marketing

##### Job Title

Marketing Manager

##### Salary Scale

Management Spine 3 (MS3)

##### Location

Hopwood Hall College

##### Accountable to

Executive Director

##### Hours of Duty

37 per week

##### Special working conditions

The post holder may be required to work at any location of the College now or in the future in the evening and at weekends.

### Purpose

To develop and lead on the delivery of the College Marketing Strategy, with particular emphasis on recruiting learners through integrated marketing campaigns. To lead the marketing team to engage effectively with the College’s wide range of stakeholders in order to meet the College’s Strategic Intentions.

### Duties

1. To develop and lead on the implementation of the College Marketing Strategy using input from relevant managers and effective use of analytics to identify target markets and focus marketing activities e.g. events, advertising/promotional campaigns to increase market share.
2. Lead and manage the marketing team including the Design & Print service managing staff, budgets and equipment. Put systems in place to grow commercial design and print activity.
3. To oversee the development of the College website including content, editorial policy, appearance, navigation and strategic direction.
4. Effectively manage the college marketing budget ensuring all marketing activity achieves a positive return on investment.
5. To design and deliver internal & external events (including school liaison) to maximise student recruitment.
6. To proactively work with internal staff and external agencies to seek new and improved opportunities to positively market the college and recruit students.
7. To develop, implement and monitor performance indicators and service standards.
8. To lead market research activities according to the College’s strategic priorities and conduct appropriate data analysis to report on the success of campaigns, inform future campaigns etc.
9. Overseeing and participating in new media activities; website management and development, microsite, online database management systems.
10. To design and produce key College publications; including copy writing, compilation of data, planning quantities and distribution of the prospectus.
11. To act as the key college liaison with outsourced organisations to oversee the College brand, produce advertisements, online and direct marketing and PR activities.
12. To contribute to college planning including advising managers on market data for their curriculum.
13. To impact assess recruitment policies procedures and practice.
14. To work flexibly in the interests of the college as required.
15. To act at all times in accordance with college policies and procedures.
16. Any other duties of a similar level of responsibility as may be required.

### All staff are responsible for:

**Children & Vulnerable Adults:** safeguarding and promoting the welfare of children and vulnerable adults

**Equipment & Materials:** the furniture, equipment and consumable goods used in relation to their work

**Health / Safety / Welfare:** the health and safety and welfare of all employees, students and visitors under their control in accordance with Hopwood Hall College’s safety policy statements

**Equal Opportunities:** performing their duties in accordance with Hopwood Hall College’s Single Equality Scheme

### Revisions and updates

### This role description will be reviewed and amended on an on-going basis in line with organisational requirements dependant on the needs of the service

### Person Profile

“The College supports the Skills for Life agenda and recognises the importance of all adults having functional literacy and numeracy whatever their role.  All staff are therefore given the support to gain a level 2 qualification in literacy and / or numeracy if they do not already have one and all teaching staff are expected to promote the basic skills of their learners within their subjects.”

#### Qualifications

##### Essential Criteria

Minimum L5 qualification

A relevant marketing qualification

**How Identified:** Application

#### Experience

##### Essential Criteria

Ability to liaise with college staff and external agencies to develop marketing opportunities

Ability to empathise with the various client groups (stakeholders) the college is seeking to communicate with

Ability to recognise and react effectively to emerging marketing threats and opportunities

**How Identified**: Application / Interview

##### Desirable Criteria

A track record of delivering successful recruitment events

Experience of working within schools to foster positive relationships with the FE sector and successful recruitment to post 16 provision

**How Identified**: Application / Interview

#### Specialist Knowledge

##### Essential Criteria

Awareness of issues affecting the national further education sector

Knowledge of a wide range of marketing techniques and concepts

**How Identified**: Application / Interview

##### Essential Criteria

Knowledge of local secondary provision

Knowledge of local and regional further education provision

**How Identified**: Application / Interview

#### IT Skills

##### Essential Criteria

Intermediate level for Microsoft applications

**How Identified**: Application / Interview

##### Desirable Criteria

Willing to undertake training in any software relevant to post.

Experience in using website content management systems

**How Identified**: Application / Interview

#### Competencies

Read this criteria in conjunction with the College Competency Framework – available on the intranet/internet.

|  |
| --- |
| **1. Leading and Deciding** |
| 1.1 Deciding and initiating action | **Essential** |
| 1.2 Leading and supervising  | **Essential** |

|  |
| --- |
| **2. Supporting and Co-operating** |
| 2.1 Working with people  | **Essential** |
| 2.2 Adhering to principles and values  | **Essential** |

|  |
| --- |
| **3. Interacting and Presenting** |
| 3.1 Relating and networking  | **Essential** |
| 3.2 Persuading and influencing  | **Essential** |
| 3.3 Presenting and communicating  | **Essential** |

|  |
| --- |
| **4. Analysing and Interpreting** |
| 4.1 Writing and reporting  | **Essential** |
| 4.2 Applying expertise and technology | **Essential** |
| 4.3 Analysing  | **Essential** |

|  |
| --- |
| **5. Creating and Conceptualising** |
| 5.1 Learning and researching  | **Essential** |
| 5.2 Creating and innovating  | **Essential** |
| 5.3 Formulating strategies and concepts | **Essential** |

|  |
| --- |
| **6. Organising and Executing** |
| 6.1 Planning and organising  | **Essential** |
| 6.2 Developing results and meeting customer expectations  | **Essential** |
| 6.3 Following instructions and procedures  | **Essential** |

|  |
| --- |
| **7. Adapting and Coping** |
| 7.1 Adapting and responding to change  | **Essential** |
| 7.2 Coping with pressures and setbacks  | **Essential** |

|  |
| --- |
| **8. Enterprising and Performing** |
| 8.1 Achieving personal work goals and objectives  | **Essential** |
| 8.2 Entrepreneurial and commercial thinking  | **Essential** |

##### Hopwood Hall College is committed to guarantee an interview to people with disabilities who meet the minimum essential criteria for a vacancy and to consider them on their abilities.