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**JOB DESCRIPTION – Marketing Communications Executive**

**Job Title: Marketing Communications Officer, Cardiff Sixth Form College**

**Responsible to: Group Director International Marketing and Admissions**

**TERMS OF REFERENCE**

Cardiff Sixth Form College was set up in 2004 as a small private tutorial centre in response to a perceived need in the community to cater for those students of high academic ability but relatively modest financial means. The aim of Cardiff Sixth Form College is to prepare students for a well-balanced, modern life with outstanding levels of educational achievement.

The College is located in the heart of Cardiff City occupying a site providing spacious and modern teaching and administration facilities alongside state of the art and luxurious student accommodation. A combination of small class sizes, individual attention and excellent teaching leads to first class academic results with the College being recognised consistently as the ‘Number 1 Sixth Form College in the UK’ since 2011.

Cardiff Sixth Form College is an international school which brings together some of the most talented students from different countries, including the local area, providing a stimulating environment in which to study. Students bring an enthusiasm and focus to their studies and, are hungry for knowledge and success. In 2018, CSFC was ranked top of the A-level League Tables by Results, cited in The Times and Daily Telegraph, achieving, 88% A\*/A grades and 96 A\*/B grades.

The College offers four core routes of study: A levels, one year GCSE courses and summer school courses. Students are able to benefit from experienced teachers, many of whom have examiner/chief examiner experience in the UK. Cardiff Sixth Form College has enjoyed exceptional success in placing its students on highly competitive courses of their choice, such as Medicine, Dentistry and Veterinary Science and also courses, such as Economics, Law and Engineering. Successful applications have been submitted to the most prestigious universities in the UK, including Oxford and Cambridge. In 2018, 15% of students gained offers for entry to Oxbridge and 26% to study medicine.

Located in the vibrant city of Cardiff, our college prides itself on the fact that our students form strong bonds with each other whilst being encouraged to participate in a wide variety of extra‑curricular activities in a friendly environment.

Cardiff Sixth Form College is part of Dukes Education which owns a further three Colleges: Earlscliffe, Rochester Independent College and Fine Art College. Both Earlscliffe and Cardiff operate summer schools and Summer Boarding Courses is also part of the group with summer courses run every year at three boarding schools and two Oxford University Colleges.

Dukes Education is an Equal Opportunities Employer and is caring and reasonable in its approach to all staff.

**MARKETING AND ADMISSIONS TEAM**

The international marketing and admissions team is responsible for maintaining pupil numbers and ensuring prospective pupils and their families enjoy a smooth introduction to all the Dukes Colleges and summer schools. Initial enquiries for all Colleges and summer schools are co-ordinated in Cardiff as the international hub.

**PURPOSE OF THE JOB**

The main purpose of the Marketing Communications Officer is to ensure the effective administration and promotion of all marketing events both in the UK and internationally. This includes administrative and marketing support to the Group Director International Marketing and Admissions and the Regional Managers and an active involvement in all marketing activities generated by Cardiff Sixth Form College.

The role is a demanding one and requires an enthusiastic and organised approach to administration with an attention to detail and a task completion focus. It is a customer service role and requires a positive approach to sales and a thorough knowledge of all of the Dukes Education products and courses.

The Marketing Communications Officer will be a member of the Marketing and Admissions Team and will report directly to the Group Director International Marketing and Admissions**.** This is a vital administrative position and the appointed person will be required to manage all aspects of administration in line with the Cardiff Sixth Form College administration expectations given below.

In detail, the Marketing Communications Officer is responsible for ensuring that they carry out the following duties and responsibilities:

**International Duties:**

* Manage the link between the College and the Regional Managers;
* Provide full administrative support to the Regional Managers, including but not restricted to provision of marketing materials, organisation of visits and meetings, follow up of enquiries from agents, parents and students and compilation of event/visit reports;
* Act as the UK contact for the Regional Managers, being on call for them when operating internationally and acting in a problem solving capacity for them during periods away from the UK;
* Relationship raising with the agents for the world region associated with the Regional Managers;
* Maintenance and update of the agent database;
* Book and manage the relevant education fairs for the Regional Managers and Global Ambassadors as required by the marketing plan;
* Ensure that all preparations for education fairs are made in a timely manner including payment of invoices, preparation of presentations and booking of agent meetings;
* Prepare an updated report for each education fair including the current and past student successes from the country visited and the relevant information for the agents associated with the students;
* Maintain the exhibitions spreadsheet accurately to record all details of the events attended to aid future planning and to account for spending in line with budgets;
* Along with Admissions staff, maintain the management information system employed to record enquiry and application data;
* Maintain an effective link between College and agents via email, skype and telephone as necessary.

**Marketing duties** (may be divided between both Marketing Communications Executives to ensure suitable responsibility for all marketing communications):

* Production of marketing materials including but not restricted to annual prospectus, summer school fliers, peers booklets, newsletters and course specific brochures;
* Maintenance of the CSFC Website including annual update of core information, weekly update of news stories and maintenance of the agent information portal with the agent handbook and details of Regional Managers and Global Ambassadors international movements;
* Maintenance of the CSFC Social Media platform ensuring a co-ordinated approach to dissemination of marketing and news information;
* Ensure that the Social Media marketing acts in co-ordination with the CSFC website to ensure SEO;
* Delivery of email campaigns and newsletters through the use of online software
* Producing advertisements using InDesign and Photoshop
* Taking and editing of videos
* Liaison with the Alumni Manager to co-ordinate all marketing events with any alumni events to ensure a mutually supportive system;
* Assisting the team in the preparation and delivery of Open Days, Sales Conferences and other events;
* Assisting the Admissions Director in presenting to the Local Market, establishing and maintaining links with local schools;
* Writing appropriate editorial and advertorial for Newspaper articles in support of selected fairs and media partners;
* Maintenance of the RS Admissions Database including agents, schools, educators and all partners/suppliers;
* Production of marketing reports and research for market potential in new global areas.

**Administration Job Skills required:**

* Demonstrates leadership and personal responsibility by motivating, showing drive and determination, organising work without supervision, being adaptable and showing good judgement;
* Demonstrates planning skills with meticulous attention to detail, takes pride in their work and ensures that accuracy is of the highest standard;
* Works effectively with other people by being self-aware; treating people equally and sensitively, developing good working relationships, sharing knowledge and information, being a good team member, managing conflict where it arises. Demonstrating individual initiative and an ability to complete tasks without supervision whilst also functioning as a part of several different teams. At the highest level all administrators are a part of the CSFC Admin team and are required to support and assist all other team members in delivering their roles as necessary. Other, smaller team units are present and within these teams, members are expected to show the highest levels of commitment to assisting others to achieve team goals whether tasks are specifically listed in individual job descriptions or not. Administrators may be required to lead teams on tasks for which they have a particular aptitude or skill base or be led by team members on a similar basis;
* Gets the job done by delivering what is required on time and to the appropriate quality by forecasting and producing plans, monitoring progress against plans and reviewing performance, gathering and analysing information, creating solutions and managing change within their role;
* Manages resources effectively such as time, people, equipment, ICT, information, knowledge, budgets and accommodation making best use of resources available to implement College policies and procedures to achieve College aims;
* Communicates clearly by getting the message across effectively, listening carefully and responding to feedback, representing CSFC professionally and adhering to the highest levels of customer service with all stakeholders including students, parents, agents, guardians and external service providers.
* Actively pursues the highest levels of technical administrative skills required for the role, either generic IT skills (eg word processing, spreadsheet management etc.) and role specific skills (eg InDesign, Photoshop, Video Editor, database management), seeking to build and grow skills appropriately for the role.

**Terms & Conditions**1 Remuneration: £20,000 per annum

2 Pension: Inclusion in the Cardiff Sixth Form Pension Plan

3 Working Hours: Monday – Friday, 08:30 – 17:00  
 Occasional Saturday/evening work as necessary to

support school events

4 Holiday entitlement: 30 days plus bank holidays

5 Notice period: 1 month

6 Probationary period: 6 months, reviewable at discretion of CSFC