

Loughborough College Job Description

1. Job Details

Job Title: **Marketing Officer FE**
 Competency Level: **Business Support 2**
 Reporting To: **Marketing Manager**
 Department: **Marketing and Recruitment**
 Annual Salary (FTE): **£19,772 per annum**
 Date: **September 2018**

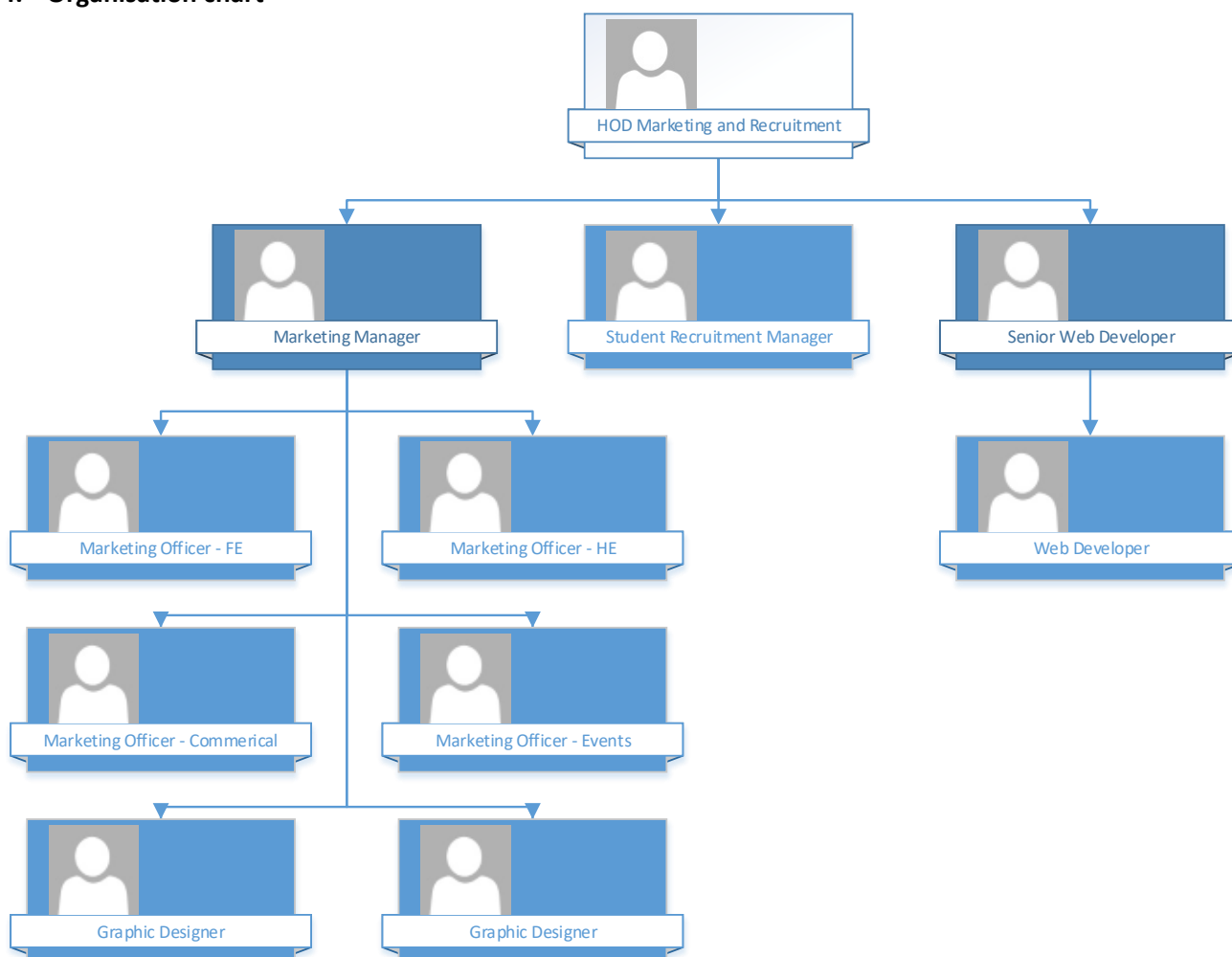
2. Job Purpose

To support the college's marketing function by identifying, anticipating and satisfying stakeholder needs profitably.

3. Dimensions

Not applicable

4. Organisation chart



5. Key Responsibilities

General

- Work with the Head of Marketing and Marketing Manager to implement the College's Marketing plan
- Assist in the day-to-day administration of the marketing and events budgets
- To proactively develop effective working relationships with managers and staff across the college and to work with them on targeted promotional activities and campaigns and to advise and assist them with their needs and requirements
- To conduct market research and analyse consumer rating reports/ questionnaires
- Ensure marketing and communications campaigns comply with and follow best practice for General Data Protection Regulations and The European ePrivacy regulations.

Digital Marketing

- Assist in managing and updating College social media channels. Implementing the most up-to-date digital strategies to improve the website's SEO to increase the ranking of the College on key search engines.
- To plan, schedule and deliver targeted and effective social media campaigns, and any other relevant marketing campaigns, using the most effective channels to increase awareness of the College, to promote events, products and services and to improve appropriate usage
- Work with the Marketing Manager to effectively monitor the performance and measurement of the results of each campaign
- Work with the Web team to maintain and manage the information on the College's website
- Build and maintain campaign data and suppression lists.

Advertising

- Liaise with external media suppliers in the booking of advertising space in a range of different formats
- Develop Advertising concepts that will effectively sell the college and its provision
- Work with the Design team to ensure that the advertising schedule is met

Events

- Assist the Events Officer to plan and run all of the College's internal recruitment events
- Attend and represent the College at external recruitment events including outside of normal working hours.
- Provide departments with marketing materials for internal and external events
- Supporting the design and development of prospectuses and other marketing material including promotional items

Content

- To use their marketing expertise to create content based upon a fun, creative and adaptable writing style that can be used across various mediums
- To work closely with curriculum areas to develop subject specific marketing routes and collate information to form whole college marketing functions e.g. prospectus, website, open events
- Work with the Marketing Manager to ensure that all course information on external websites is maintained and updated regularly

- To assist in the development and production of high quality content for all marketing and promotional materials and activity including printed, digital and audio visual. All material should comply with the College E&D policy

Publications

- Proofreading of publications and promotional material
- Ensure promotional material adheres to the College's brand guidelines

6. Key Result Areas

Action

Use marketing techniques to promote the college and its provision to potential applicants

Attend school events, open days and other exhibitions. Talking directly to target market to promote the college and enhance its reputation

Produce promotional materials across a multitude of platforms

Manage content on the college social media channels

Coordinate marketing activity with internal and external partners

Result

Applications to the college

Applications from a particular institution, feedback from feeder schools

Reaching target audience in the areas they are most likely to be

College reputation, PR Opportunities and customer service

Ensuring marketing campaigns are implemented on time and have SMART objectives and measurable ROI

7. Key Working Relationships and Communications

Internal:

- Marketing & design staff, Curriculum teams, Commercial team and other support teams

External:

- Learners and Parents, schools, event providers, UCAS, event support companies, advertising agencies and College Stakeholders

8. Scope for Impact

Contribute to successfully meeting college recruitment targets

Continuous review and improvement process related to the marketing and organisation of college events leading to a significant and sustained growth in attendee numbers

Improvement to college marketing materials in terms of both content and design

Increase in external events the college participated at and an improved college presence at these events

Raising of the college profile through working collaboratively with external and internal partners

9. Knowledge, Skills and Experience (Person Specification)

QUALIFICATIONS		ESSENTIAL	DESIRABLE	HOW ASSESSED
1.	Degree level qualification in a relevant subject	•		Application
2.	Professional qualification in Marketing (CIM) or equivalent. Level 3 or above (have or working towards).	•		Application
3.	Good standard of literacy and numeracy – at least levels 4 – 9 (GCSE grades A-C) or equivalent in English and Maths	•		Application
4.	Experience of using social media and an awareness of the variety of social media platforms	•		Application
5.	Significant recent experience of working in a busy marketing office	•		Application
6.	Experience proof reading documents, checking data, and large scale mail merges.	•		Application
7.	A front line customer service background	•		Application
8.	Experience of using computerised systems in a work environment, for e.g Microsoft Office and a database such as ProSolution	•		Application
9.	Proven track record of successful development and implementation of various creative and innovative online marketing campaigns		•	Application
10.	Knowledge of key developments relating to digital marketing	•		Application/ Interview
11.	Excellent problem solving skills with the ability to resolve situations as they arise to a satisfactory outcome	•		Interview
12.	Able to develop and build key internal and external client relationships –	•		Interview
13.	Existing knowledge or willingness to learn new computer based systems such as Google Adwords	•		Interview
14.	A customer-orientated approach	•		Interview
15.	Ability to work some evenings and/or weekends	•		Interview
16.	Driving licence and access to a vehicle	•		Interview
17.	Your previous work/life history provides evidence that you are safe to work with children and vulnerable adults	•		Interview
18.	Demonstrate a commitment to self development	•		Interview
19.	Demonstrate a commitment to equal opportunities	•		Interview

Notes

1. A satisfactory Enhanced Disclosure & Barring Service check is required for this post. Loughborough College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.
2. Loughborough College retains the right as a condition of your employment to require you to undertake such other duties as may be expected of you in the post mentioned above, or in a similar post within the College.
3. This job description and person specification was prepared in **September 2018** and may be amended in light of changing circumstances following discussion with the post holder.

10. Job Description Agreement

Job Holder Signature		Date	
Manager Signature		Date	