
TITLE: Marketing Coordinator

GRADE: 5 - 6

RESPONSIBLE TO: Group Marketing Manager

PURPOSE OF JOB:

- To support the 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 schools, local groups, organisations and venues etc. to aid student recruitment.
- 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.

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 and implement marketing campaigns to support student recruitment and campus events.
- 3.2 Assist in the development of digital content, including website updates, email marketing, and social media.
- 3.3 Collaborate with departments to gather information and create promotional materials such as flyers, newsletters, and brochures.
- 3.4 Help manage the College's social media accounts, ensuring timely, engaging, and brand-aligned organic content.
- 3.5 Support event marketing efforts, including planning and execution of open days, fairs, and student engagement events.
- 3.6 Liaise with external vendors and agencies as needed for print, advertising, and promotional materials.
- 3.7 Maintain marketing calendars and coordinate project timelines.
- 3.8 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.
- 3.9 Support college activity to grow community outreach by attending and coordinating events with a range of schools, community groups and other organisations to increase student engagement and relationships.
- 3.10 Develop and maintain effective relationships with local feeder schools to support student recruitment and transition.

- 3.11 Develop and maintain productive and collaborative relationships with Deputy Principals, Curriculum Directors and Managers to create innovative marketing approaches in line with student recruitment goals.
- 3.12 Support the College's promotional events, which will involve attending external venues and some out of hours working.
- 3.13 Take part in the day-to-day operation of the marketing department and provide support as necessary to ensure the smooth running of its operations.

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 Project management experience with the ability to deliver on time and within budget and with the ability to produce communications solutions under pressure.
- 4.5 Strong written and verbal communication skills.
- 4.6 Proficiency with digital marketing tools (e.g., social media platforms, email marketing software, basic CMS).
- 4.7 Basic graphic design skills (e.g., Canva, Adobe Creative Suite) are a plus.
- 4.8 Organised, proactive, and able to manage multiple projects in a fast-paced environment.
- 4.9 Ability to work independently and as part of a wider team.

Additional Information:

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

This is a group role. While you will have a main campus base, you will be expected to work at all New City College campuses in line with your role and responsibilities.