

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title:	Marketing Officer – Design, Web and Multimedia
Terms:	Full Time (52 weeks), 37.5 hours per week Monday to Friday, 30 days holiday pro-rata
Reports to:	Director of Marketing and Engagement

Overview

The post-holder will take front-line responsibility for managing the design, production and continuing improvement of web, print and multi-media communications. This includes, but is not limited to the College's website and a variety of design and artwork requirements for a range of professionally printed promotional and in-house materials. The post holder will be required to work flexibly as a member of the marketing team, forming positive working relationships with a wide range of teaching and support staff, students and with outside agencies. A high degree of proactivity and a genuine interest in education in the broadest sense will be required.

Main Functions

Key Performance Areas:

Design, Web and Multi Media

- To design and create all types of work across a variety of marketing materials and media, including flyers, social media, website graphics, infographics, adverts, invitations, presentations, emails, internal communications, publications, podcasts and video.
- Liaise as necessary with print suppliers to ensure all our promotional materials are produced to the highest standards using unique print processes and materials etc.
- Liaise as necessary with publishers and other such companies to ensure our artwork is supplied in the appropriate format and to the highest of standards.
- Support the creation of multi-media content including (but not limited to audio, still images, animation, video, podcasts or other interactivity content forms) to ensure our website is as appealing and interactive as possible.
- Create content for various social media channels (currently Twitter, LinkedIn, Instagram and Facebook). Keeping an eye on social media trends to keep up smart and effective social media promotion.
- Work with the team to review website performance through the use of web statistics i.e. Google Analytics, providing advice to staff on the use and interpretation of web statistics to ensure continuing optimisation of content.
- Lead on the production and editing of video and podcasts using in-house filming equipment and video editing software.
- Support on the continued development of the College's brand and being the brand guardian of the College style and voice.
- Produce high quality written content, in adherence with College style and voice.
- Proof and edit various internal and external communications.

Marketing team support

- Coordination of College open mornings and administrative support where needed.
- To provide training as necessary to staff on how to use the content management system (CMS)
- Help to co-ordinate the College's photography shoots, working with external photographers.
- Assist as necessary with professional photo shoots, art directing the photographer to ensure we capture imagery in a creative and useful way
- As necessary, assist the team to undertake in-house photography
- Support the Director of Marketing and Engagement in the ongoing development of the brand and associated promotional materials
- Provide support to the marketing team generally, assisting in promoting the College and dealing with enquiries.
- Support the College with digital and other signage developments
- Assist in keeping system documentation relevant and accurate

Administrative and general duties

- Develop close working relationships with Teaching and Professional Services staff across the College
- Liaise with external agencies
- Update the designs of forms and policies
- Other administrative duties as directed by the Director of Marketing and Engagement

Additional Duties

The above list is not exhaustive but is by way of example only. Responsibilities and duties may vary from time to time as the position evolves.

A flexible approach to all aspects of this role is essential.

Safety, Health, Environment and Fire

The job holder has a duty to take reasonable care to avoid injury to themselves and to others by their work activity, and to co-operate with the College and others in meeting the statutory requirement of the HASAW Act 1974. Report all accidents and near misses on the day they occur to the line manager.

The job holder is not to interfere with or misuse any equipment provided, in accordance with the act, to protect their health, safety or welfare. Ensure your working environment is safe and comply with all College risk assessments and policy directives.

Equality and Diversity

The College is committed to providing equal opportunity to all employees and pupils. This means that employees are treated fairly, irrespective of sexual orientation, ethnic origin, religion, disability, age, gender, marital status or other reason. The job holder is expected to always comply with the provisions set out in law and the College policies on equality and diversity.

Data Protection

The job holder is required to comply with all College policies and procedures for the safe custody and handling of Personal Data that is stored and used by the College.

Employment Terms and Conditions

Full details of the terms and conditions are set out in a separate booklet that will be issued with this job description. The booklet is reviewed at regular intervals to ensure the College operates within current legislation and to take into account the introduction of new equipment, working practices and techniques. You will be sent amendments to the terms and conditions booklet when they are issued.

Safeguarding

The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom they are responsible, or with whom they come into contact will be to adhere to and ensure compliance with the College's Safeguarding Policy at all times. If, in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the school they must report any concerns to their Line Manager or the College's relevant Safeguarding Lead.

PERSON SPECIFICATION

The below essential and desirable requirements will be measured using the following:

- A covering letter
- CV
- Application Form
- Interview
- References
- Documentary Evidence
- Medical Questionnaire
- DBS Application

Education and Qualifications

Essential

- Good general level of education to degree level

Desirable

- Relevant vocational qualification

Experience and Skills

Essential

- Interest in education and learning in its widest sense
- Demonstrable experience of using a Mac and common Mac applications
- Familiar with Microsoft Windows & MS Office 2007
- Familiar with common PC applications (i.e. Adobe Reader)
- Working experience of using web editing software and tools e.g. Dreamweaver, Frontpage, Wordpress.
- Demonstrable working experience of graphic design using tools including Adobe, InDesign, Photoshop and Illustrator.
- Demonstrable experience of using social media in a professional capacity
- Familiar with principles of customer care
- Excellent writing skills. Specifically a talent for concise, readable prose that is suitable and optimised for the web
- Able to promote the department in a professional manner
- Able to work under pressure
- Ability to prioritise and escalate work schedules
- Advanced IT skills with particular knowledge and experience of using content management systems

Desirable

- Experience in an educational environment Experience of providing IT support in an educational context
- Demonstrable experience of XHTML, CSS and JavaScript
- Demonstrable experience of audio and video production including editing software
- Experience of creating and editing as appropriate promotional video content suitable for the website
- Understanding of the principles of Search Engine Optimisation and Google Analytics etc
- Able to communicate effectively at all levels of the organisation
- Able to handle difficult customers in a positive and confident manne

Personal Qualities

Essential

- Motivation to work with children and young people
- Ability to form and maintain appropriate relationships and personal boundaries with children and young people
- Emotional resilience in working with challenging behaviours
- Positive attitude to use of authority and maintaining discipline

Other

Essential

- Undertake all the physical requirements of the post and use equipment according to health and safety guidelines.
- Successful candidate requires an enhanced DBS clearance.