

JOB DESCRIPTION

JOB IDENTIFICATION

Job Title:	Head of Marketing, Communications and Events
Responsible To:	Principal
Department:	Marketing
Salary Grade:	Director 1 (£51-54k) plus generous holidays and pension

JOB ROLE

To lead and manage the College's marketing order to increase the number of students, raise the profile of the college and develop links with stakeholders. To be a strategic thinker with a hands on attitude.

To enhance and develop new strategies to further develop relationships with key stakeholders such as schools, local authorities and local strategic bodies.

To work with the Principal and other senior leaders to develop a comprehensive marketing strategy which innovates the way the college communicates and reaches its target audience.

To raise awareness of marketing value internally and develop bespoke campaigns for target audiences.

To specifically work with the senior staff responsible for apprenticeships and the skills division to support the work in these areas to increase apprentice numbers.

To act as a spokesperson, host and lead for the college at events and publicity meetings. To be public face for the college, confident in addressing audiences and in conveying a professional image.

To be a member of the Engagement division management team and College Leadership Team.

KEY DUTIES

No	Description of Duties
1	Develop a marketing strategy to enhance college profile with potential students and stakeholders.
2	Increase applicant numbers and conversion to enrolled/funded students by developing and implementing new strategies and strategic advice.
3	Develop social media channels and be responsible for their development and maintenance. Deliver training to staff on maximising the use of social media.
4	Develop communication routes to stakeholders and work with other colleagues to improve the College profile eg organising, developing and delivering showcase events.
5	Improve conversion rates from application to enrolled student.
6	Undertake student perception surveys and to engage with the student voice.
7	Organise and lead promotional events e.g. open evenings etc. Lead and manage the marketing team and schools liaison staff.

8	Organise and further develop our schools liaison connections.
9	Organise taster events and keep warm strategies for prospective students.
10	Develop an engagement strategy of all client groups including students, employers and stakeholders.
11	Liaise with curriculum departments to develop and support their individual marketing activities.
12	Promote HE to students and develop a focussed marketing cycle to increase recruitment.
13	Effectively manage and develop the schools liaison, marketing, admissions and call centre teams in conjunction with the Marketing Manager.
14	Develop internal communications in the College.
15	Undertake market research and advise and support new curriculum development.
16	Represent the Principal at stakeholder meetings and various functions
17	Any other duties commensurate with the level of the post
18	Undertake appropriate in-service training when required to do so.
19	Ensure a high level of confidentiality at all times.
20	Support fully at all times the College's aims and objectives.
21	Ensure compliance with corporate standards and policies.

Standard Clauses - all Job Descriptions

- To comply with the College's policies and procedures
- To comply with Sandwell College's safety policy and other safety procedures and guidelines are deemed part of the job description. Employees must look after their own Health & Safety and welfare and be mindful of other persons who may be affected by their acts.

PERSON SPECIFICATION

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Candidates will be assessed for shortlist and interviewed against the following criteria.

Shortlisting Criteria		Essential	Desirable
1. Qualifications			
1.1	Educated to good degree level (or equivalent)	X	
1.2	Relevant marketing qualification	X	
2. Experience			
2.1	Experience of developing marketing campaigns with strong digital marketing knowledge	X	
2.2	Experience of organising showcase events and generating attendance	X	
2.3	Successfully managing a team to achieve targets	X	
2.4	Proven track record in the ability to demonstrate market research abilities	X	
2.5	A background in a people based industry eg events, hospitality or further education	X	
2.6	Must be comfortable speaking to large audiences, hosting and organising events. Able to present an immaculate professional image	X	
2.7	Evidence of increasing market share of customers and developing successful campaigns	X	
2.8	Evidence of managing marketing and events staff and managing significant budgets	X	
3. Skills/Abilities			
3.1	Excellent presentational and communication skills	X	
3.2	Excellent understanding of Social Media communication and development of content and material	X	
3.3	Flexible approach to working hours due to some evening and weekend work on an ad-hoc basis	X	
3.4	Enthusiastic, lively , resilient and engaging with internal staff, external customers and stakeholders	X	
3.5	Professional in appearance and happy to take on the role of ambassador at external engagements for the College. Have the ability to speak publically.	X	
3.6	Team focused with the ability to engage with all levels; senior colleagues right the way through to potential students. Have the ability to change communication style/ approach in order to achieve the most positive outcome.	X	
3.7	Resilient and able to work flexibly eg hosting events in evenings and some weekends	X	

Shortlisting Criteria		Essential	Desirable
3.8	Innovative and able to work under pressure	X	
3.9	Demonstrable successful track record of campaign planning and marketing strategy	X	
4. Special Requirements			
4.1	Genuine understanding of and commitment to equality, diversity and inclusion and safeguarding.	X	