**JOB DESCRIPTON**

**Job Title**: Marketing Officer

**Responsible to:** Marketing & Liaison Manager

**Grade:** 4 SFCA support staff pay banding: currently £22,761-24,932 per annum

**Hours:** 37 hours per week

**Job Purpose:** To assist the Marketing & Liaison Manager with the effective execution of marketing activities for the College, event organisation and school liaison work

This job description complements that relating specifically to the post and Conditions of Service as laid down in SFCF Support Staff Handbook. These may be reviewed and amended in consultation with the post holder in the light of any changes in the requirement and priorities within the College.

**GENERAL RESPONSIBILITIES**

* To assist the Marketing Manager with the design of printed marketing materials, such as the Adult Education Brochure, IB Prospectus, departmental leaflets and posters
* To support the Marketing Manager with the execution of digital advertising campaigns, including the design of artwork
* To assist with the design and posting of content on the College’s social media channels, including Facebook, Twitter, Instagram and TikTok, to develop a distinct online presence
* To monitor and assist with the daily activity on the College’s social media sites
* Tracking campaign effectiveness using Google Analytics
* Undertaking college photography and video footage as required, including editing using Adobe Premier Pro
* To work alongside the College’s Web Developer to develop strategies to increase Search Engine Optimisation
* To co-ordinate the annual school liaison calendar
* To co-ordinate the distribution of marketing material to schools
* To work as part of the Marketing Team at College Open Events and Secondary School Liaison evenings
* To co-ordinate the College’s annual Year 10 Taster Days, including all promotion, administration and the processing of applications
* To assist with the execution of email marketing using Mailchimp
* To maintain the College’s internal leaflet displays and poster sites
* To comply with college policies and procedures, particularly the Health and Safety Equality Duty, Safeguarding and Child Protection Policy and GDPR
* To carry out other duties commensurate with the grade and general nature of the post under the direction of the Marketing & Liaison Manager.

**PERSON SPECIFICATION**

**Essential**

Proficiency in Adobe InDesign, Photoshop and Microsoft PowerPoint

Confident and competent in undertaking photography and video footage, including editing skills using Adobe Premier Pro

Experience and training in digital and social media marketing

Competent in using Excel in order to produce charts, graphs and to perform calculations relating to market data.

Knowledge of SEO and Google Analytics

Excellent communication skills

Enthusiastic with the ability to work effectively under pressure and meet strict deadlines

Experience of designing promotional material, eg posters, leaflets

Excellent word processing and general administrative skills

Ability to work within a team and liaise with staff, local schools, current students and prospective students/parents

Full clean driving licence and car owner

Ability to work outside of normal office hours and at weekends when required, eg School Liaison events, College Open Events

**Desirable**

Qualification in graphic design or digital marketing

Knowledge of website design & content management systems

Previous experience in a similar marketing role

Knowledge of post 16 education system

Nov 2021

**Marketing Officer**

**General Terms and Conditions of Employment**

1. **Contract**

The successful candidate will be offered a permanent, full year support staff contract of employment.

1. **Working hours/working weeks**

This post will be offered a full-time contract for 37 hours a week working full year.

1. **Salary**

This post is paid at Band 4, point 11 of the SFCA Support Staff pay spine, currently £22,761 per annum. Salaries are paid over 12 monthly instalments by BACS payment on the last working day of the month.

1. **Holiday Entitlement**

The post holder will be given an annual leave entitlement of 24 days holiday, plus 3 extra days at Christmas and 8 bank holidays.

1. **Pension Entitlement**

All employees automatically become members of the Local Government Pension Scheme unless they decide to opt out. Members of the scheme are required to contribute a percentage of their pensionable pay, according to their salary. Varndean College will make a further contribution of 19.8% of the pensionable pay.

1. **Notice Period**

You are entitled to 1 weeks’ notice for employment under 2 years and thereafter 1 weeks’ notice for each year of continuous employment up to 12 years. You are required to give 1 months’ notice.

1. **Pre-appointment Checks**

This appointment is subject to satisfactory references, an enhanced DBS check, health clearance, evidence of right to work in the UK and presentation of original qualification certificates (where required).

1. **Probation**

A six-month probationary period will apply to this post.

1. **Protection of Children and Vulnerable Adults**

The College is committed to safeguarding and promoting the welfare of children and vulnerable adults, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service (DBS).

The nature of this post requires the College to undertake an enhanced Disclosure and Barring Service check on the appointed candidate for any convictions, which make it undesirable for the candidate to undertake this post.

Under the terms of the check, you are not entitled to withhold information about convictions, which for other purposes are “spent” under the provisions of the rehabilitation of Offenders Act 1974.

The nature of this post requires the College to undertake an enhanced Criminal Records check on the appointed candidate for any convictions which make it undesirable for the candidate to undertake this post. **Under the terms of the check you are not entitled to withhold information about convictions which for other purposes are “spent” under the provisions of the rehabilitation of Offenders Act 1974.**