

JOB DESCRIPTION

TITLE: Senior Marketing Coordinator: Commercial

GRADE: Scale 7

RESPONSIBLE TO: Group Director of Marketing & Student Recruitment

PURPOSE OF JOB:

- Provide creative and innovative marketing and sales support for commercial operations and non-funded revenue of the college across Apprenticeships and New City Business
- Provide creative and innovative marketing support for the College's commercial facilities of OKN1, (Hackney), Rouge (Redbridge), New City Fitness (Epping and Hackney), New City Nurseries (Arbour Square, Hackney and Ardleigh Green), New City Salons (Ardleigh Green, Epping, Redbridge), New City Space (Hackney)
- As a key member of the wider commercial operations team, lead and advise on the strategic direction and implementation for the marketing function, promoting our external brand presence as one of the UK's premier training and apprenticeships provider
- As a key member of the wider commercial facilities team, lead and advise on the strategic direction and implementation for the marketing function, promoting our on-campus business to all audience segments
- Responsible for creating innovative campaigns to deliver qualified leads to the commercial team to drive growth
- Responsible for creating innovative campaigns to deliver awareness, engagement and footfall to commercial facilities and revenue growth
- Monitor, track, measure ROI effectiveness and report on all activity and undertake remedial action as necessary
- Work with stakeholders and colleagues at each campus and in cross-College departments, and stakeholders and employer partners, to deliver annual plans and budgets

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.
- 1.5 To contribute to the College's commitment to continuous improvement as identified in the College's charter and quality assurance systems.

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 will require working in other locations/sites of the College.

3. Particular to the Post:

- 3.1 Provide creative and innovative marketing and sales support for commercial operations and non-funded revenue of the college across Apprenticeships and New City Business
- 3.2 Provide creative and innovative marketing support for the College's commercial facilities of OKN1, (Hackney), Rouge (Redbridge), New City Fitness (Epping and Hackney), New City Nurseries (Arbour Square, Hackney and Ardleigh Green), New City Salons (Ardleigh Green, Epping, Redbridge), New City Space (Hackney)
- 3.3 As a key member of the wider commercial operations team, lead and advise on the strategic direction and implementation for the marketing function, promoting our external brand presence as one of the UK's premier training and apprenticeships provider

- 3.4 As a key member of the wider commercial facilities team, lead and advise on the strategic direction and implementation for the marketing function, promoting our on-campus business to all audience segments
- 3.5 Responsible for creating innovative campaigns to deliver qualified leads to the commercial team to drive growth
- 3.6 Responsible for creating innovative campaigns to deliver awareness, engagement and footfall to commercial facilities and revenue growth
- 3.7 Monitor, track, measure ROI effectiveness and report on all activity and undertake remedial action as necessary
- 3.8 Work with stakeholders and colleagues at each campus and in cross-College departments, and stakeholders and employer partners, to deliver annual plans and budgets
- 3.9 Delivery of marketing activity related to all areas of responsibility including all advertising, digital, PR and events.
- 3.10 Manage and maintain productive and collaborative relationship with assigned Group Curriculum Directors (catering, hairdressing, nursery) to respond to and create innovation marketing approaches relevant to curriculum area, and liaise with all relevant colleagues to ensure activity is carried out in a create, accurate, timely manner.
- 3.11 Work with other colleagues in the marketing team to produce campus specific and group where appropriate marketing materials to the highest standards across multiple channels.
- 3.12 Be responsible for lead data capture reporting and coordination in CRM platform.
- 3.13 Under the direction of the Group Director of Marketing, set agreed evaluation measures for marketing activity and monitor and produce reports on campaign activity to demonstrate return on investment.
- 3.14 Manage the areas' social media channels ensuring strong organic content is posted/tweeted etc, monitor any enquiries/comments, and respond to these in a timely and accurate manner.
- 3.15 Undertake market research and customer insight on a project and ongoing basis to understand the changing needs of the market and audience base for all areas of responsibility
- 3.16 Manage and oversee the microsites and content on the College website for all areas of responsibility

- 3.17 Create engaging copy for a variety of marketing channels such as website, print, social media, email and advertising.
- 3.16 Co-ordinate photography/event photography, working closely with the Marketing and curriculum teams and ensuring all photography is GDPR compliant.
- 3.17 Raise Purchase Orders in a timely manner on the college's financial platform and keep the Group Director Marketing informed on budget spends.
- 3.18 Support and co-ordinate on local positive PR and media activities to gain coverage and support media appearances.
- 3.19 Undertake any other duties as appropriate within their competence, as required by the Group Marketing Manager or Group Director: Marketing.

4. Person Specification:

- 4.1 Educated to degree level or equivalent career experience.
- 4.2 Two years+ experience in a senior marketing role, including managing and delivery annual campaign / revenue generation strategy setting and implementation.
- 4.3 Knowledge and experience of B2B marketing, sales support and communication strategies.
- 4.4 Experience and knowledge of work based learning and/or apprenticeships desirable.
- 4.5 Commercially aware with strong budget management.
- 4.6 Experience of developing and writing content for a variety of channels both digital and print.
- 4.5 Extensive experience building and maintaining strong relationships with stakeholders both internally and externally.
- 4.6 Knowledge of web analytics, UX design, and customer profiling.
- 4.7 Experience of marketing collateral design and print and use of content management systems for web editing.
- 4.6 Ability to think creatively generating new ideas and following through to completion.
- 4.7 Project management experience with the ability to deliver on time and within budget and with the ability to produce communications solutions under pressure.

- 4.8 Strong organisational skills to make sense of a fast-moving and diverse range of activities.
- 4.9 Strong written skills with attention to detail, including excellent copywriting, proof-reading and editing skills.
- 4.10 Strong interpersonal, diplomacy and negotiating skills and ability to work with staff at all levels of the organisation, both curriculum and support, as well as external bodies.
- 4.11 Experience of working independently to tight deadlines and using own initiative to solve problems.
- 4.12 Strong IT skills.
- 4.13 Flexible and adaptable attitude to work.
- 4.15 Experience of working with young people would be advantageous.
- 4.16 Experience of organising events.
- 4.18 Digital/Videography skills.

Additional Information:

Hours of work: 35 hours per week - all year round. Routine fixed daily start and finish times between 08:30 and 21:00 by agreement.

Under exceptional circumstances, e.g. alterations in the College's pattern of working or changes in pattern of demand, the hours of attendance may be varied after consultation with the member of staff concerned.

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