



Shipley College is committed to safeguarding and promoting the welfare of children, young people and adults and expects all staff to share this commitment. The College is actively committed to a policy of equality of opportunity for all through education and therefore encourages applications from all regardless of age, disability, economic status, gender, race, religion and beliefs or sexual orientation. Successful candidates will be required, where appropriate, to undergo a Disclosure and Barring service (DBS) Disclosure Check.

Job Opportunity

Marketing Co-ordinator

Hours: Full Time (37 hours per week)

Salary: Scale 4 £19,578 - £21,307

Closing Date: Monday 30th November 2020 12 noon

Interview Date: TBC

Start Date: ASAP (subject to satisfactory pre-employment checks)

The Role:

Shipley College - Great people, great place! We are situated in the UNESCO World Heritage Site of Saltaire and are committed to high standards, encouraging staff and students to do their best and to aim high.

If you are a natural communicator with experience and enthusiasm to promote the College and its activities through relevant digital channels, we would love to hear from you.

You will need to obtain and create content for both B2C and B2B audiences and monitor the results. Topics include everything from student successes, course promotion and events. You will be working with and supporting two Marketing Assistants as well as the Marketing Executive and the Head of Marketing.

Do you have a keen interest in digital marketing, social media and web communication? Do you want to work in a fast paced environment? Then this may be the role for you.

You'll need to be degree educated and have a couple of years experience. If you have creative flair, excellent writing skills and a keen eye for detail then get in touch.

Shipley College is an equal opportunities employer. This is a full time position however flexibility in working hours may be discussed.

Previous applicants need not apply.



JOB DESCRIPTION

JOB TITLE	Marketing Co-ordinator
RESPONSIBLE TO	Head of Marketing
SPECIAL CONDITIONS	This post is subject to a successful probationary period of 6 months and a satisfactory Enhanced DBS clearance

INTRODUCTION

The following information is furnished to assist staff joining Shipley College to understand and appreciate the work content of their post and the role they are to play in the organisation. The following points should be noted:

- Whilst every endeavour has been made to outline the main duties and responsibilities of the post, a document such as this does not permit every item to be specified in detail. Broad headings, therefore, may have been used below, in which case all the usual associated routines are naturally included in the job profile.
- Employees should not refuse to undertake work, which is not specified on this form, but they should record any additional duties they are required to perform and these will be taken into account when the post is reviewed.
- Shipley College is an Equal Opportunities Employer and requires its employees to comply with all current equality policies in terms of equal opportunity for employment.
- Shipley College is committed, where possible, to making any necessary reasonable adjustments to the job role and the working environment that would enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

PRIME OBJECTIVES OF THE POST

- To support the Head of Marketing and the Marketing Executive with social media and online marketing, in a fast paced environment.
- When required, to provide guidance on good digital practice to two Marketing Assistants.
- To provide digital Marketing expertise to promote the College, courses, initiatives and events internally and externally to local organisations and businesses, potential full-time students, part-time students and apprentices.
- To plan, create, implement and monitor digital campaigns, using social media, Pay-per-Click and Mailchimp.

DUTIES AND RESPONSIBILITIES

- To maintain a consistent image and tone for the College, following brand guidelines
- To use own, customer and industry insights to improve the service, proactively developing new digital strategies to attract potential students and to develop relationships with stakeholders.
- To research and present content in suitable formats for social media platforms.
- To contribute to the development of the College website and the content on other relevant websites including writing and editing copy, uploading imagery and data and monitoring Google Analytics to inform updates.
- To handle, review and interpret online data and assist the Head of Marketing with reporting to senior management.
- To liaise with external companies over the supply of design and digital and online services.
- To review costings for relevant services and negotiate prices.
- To maintain records of online marketing activity.
- To attend events on and off site to promote the college.

GENERAL

- To demonstrate a positive commitment to the implementation of the College's Equality and Diversity Policy and to the maintenance of a culture of continuous quality improvement and innovation.
- To undertake Staff Development/CPD/Training, as required by the nature of the post and the range of duties described within the job description, and demonstrate a commitment to continuous personal and professional development.
- To use IT as designated appropriate to the nature of the role.
- To be aware of the responsibilities under the provision of the Health and Safety at Work Act and the Control of Substances Hazardous to Health Regulations (COSHH) in terms of your own safety and the effects of your own actions on colleagues, students and visitors.
- To safeguard and promote the welfare of young learners and vulnerable adults the post-holder is responsible for or comes into contact with.
- To be aware of and comply with policies and procedures relating to Safeguarding; being vigilant and reporting any suspicions to the College's nominated Child Protection Officer or the Principal.
- To act in accordance with the Data Protection Act and maintain confidentiality at all times e.g. access to staff/student/parent and carers files.
- To support and promote the College's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the College's negative environmental impacts wherever possible.

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Education to degree level or equivalent in a relevant subject	✓	
Good all round level of education to include relevant qualifications at Level 3, Maths and English to GCSE (A-C) or equivalent level	✓	
ITQ Level 2; CLAIT/CLAIT Plus; ECDL or similar		✓
At least 2 years experience of working in a busy environment; planning, creating, implementing and evaluating online marketing. Understanding of digital marketing processes and theories.	✓	
Experience of web development, managing content on web pages and of Google Analytics or Tag Manager to inform page updates/campaign strategy	✓	
Knowledge or experience of implementing pay-per-click campaigns such as AdWords	✓	
Ability to use design Software such as Adobe Photoshop or Indesign		✓
Experience of using basic HTML to make website edits		✓
Excellent communication skills both written and verbal coupled with creative flair.	✓	
Experience of working with, checking and interpreting data. - e.g. web statistics and campaign results.	✓	
Experience of liaising with external contacts via email, phone and in person.	✓	
Ability to be accurate, methodical and well organised and the ability to work on several projects simultaneously to meet deadlines	✓	
Demonstrable commitment to Shipley College's Vision and Values and able to project a positive image for the College	✓	
Full, Clean Driving Licence		✓
Willingness to work flexibly e.g. attendance at occasional evening or weekend events	✓	



Shipley College is a wonderful place to start (or to continue) your career and we are delighted that you are considering completing an application for a post with us.

Shipley College is a small, friendly place that really cares about every person that comes through the door and we pride ourselves on giving every student the individual support they deserve.

Situated in the UNESCO World Heritage Site of Saltaire, it is a great place to study and easy to get to by bus, train and car.

Our practical, vocational and work-related courses include Apprenticeships, full-time and part-time courses across a range of sectors.

I am delighted that our Student Survey results and employer feedback continue to be extremely positive as we provide a fantastic learning environment for all our students.

We have a fabulous team of colleagues who give up an extraordinary amount of time to support their students and their fellow members of staff. The dedication and attention to quality they exhibit is what makes our College so successful. I am proud of the commitment and hard work of all the college's staff, students and governors and pleased that this has been recognised by Ofsted in our latest inspection.

If you meet the criteria of the post advertised and feel that you would enjoy working here, we hope you will make an application to join us.

You can download an application pack from our College website www.shipley.ac.uk.

Completed application forms and equalities monitoring forms should be returned to jobs@shipley.ac.uk. We do ask that you accept, in the interests of economy, that if you have not heard from us by the interview date that you will not have been selected for interview on this occasion.

Nav Chohan, Principal



SHIPLEY COLLEGE'S MISSION STATEMENT

To provide the highest quality, inspirational education and training that exceeds the ambitions of individuals, businesses and communities.

OUR CORE VALUES

- Culture of Collaboration and Partnership:** A team working closely with our stakeholders in a spirit of trust and integrity
- Aspiration and Professionalism:** Striving for excellence in a safe, sustainable environment, while supporting all students to achieve their personal best and to progress to their next steps in work and life
- Responsiveness:** Meeting the needs and exceeding the expectations of students and employers, both locally and regionally, responding to government initiatives and our local community
- Equality and Respect:** Celebrating the diversity of our students and staff

98% of students agreed with the statement "I am happy with the College overall"

99% agreed with the statement "I am happy with the teaching on my course"