

Job Title: Marketing Coordinator
Responsible to: Team Leader - Marketing

Purpose of the Role

The postholder will be expected to:

- Be responsible for the timely and effective development and delivery of the college's marketing plans with a specific focus upon the 16-18, apprenticeship and employer markets.
- Have a major role in the marketing and PR strategy to enhance the reputation of Wigan & Leigh College with all stakeholders and the local community and to position Wigan & Leigh College as the leading provider of education to all client groups.
- Communicate and engage with key client groups using a range of media including press, digital and social media.

Duties

1. To develop and contribute to strategies which ensure the achievement of recruitment targets.
2. To co-ordinate 16-18 marketing activity (for full time study programmes and apprenticeships) including collating case studies and creating social media content.
3. To work with the School Liaison staff and Creative Artworker to produce a range of materials (inc prospectuses) and content for the School Liaison team.
4. To develop and contribute to the PR strategy for target curriculum areas.
5. To co-ordinate employer marketing activity working closely with the Employer Engagement Team.
6. To develop effective relationships with local and regional press and media to gain maximum exposure via press and online coverage.
7. To review and measure the effectiveness and impact of press, social and online coverage.
8. To keep abreast of College brand messages, department USPs, the College curriculum and new initiatives.
9. To develop and implement social media campaigns and content calendars for key events and initiatives.
10. To develop creative competitions to engage and drive visitors to the College website and social media pages.

11. To take photographs and produce video content for use on digital and social media platforms.
12. To work alongside the Marketing & Admissions team at College events such as open evenings, taster days, welcome days and awards ceremonies.
13. To undertake live posts and tweets during College events.
14. To work with the Digital Marketing Co-ordinator to continually develop the content of the College website.

Corporate Responsibilities

1. To share and demonstrate the values of the College.
2. To adhere to all College regulations including financial regulations.

General Responsibilities

1. To take responsibility for one's own continuous and professional development.
2. To ensure compliance with the Data Protection Act and Freedom of Information Act.
3. To follow strictly the requirements of the College policies and in particular the Health and Safety Policy, Sustainability Policy and Equality/Diversity Policy and to maintain confidentiality in all aspects of College business.
4. To work co-operatively with other areas of the College to provide a corporate College service, particularly at enrolment times and during academic vacations.

You may be required to undertake such other duties, commensurate with your grade and hours of work, as may reasonably be required.

You may be required to work at or from any building, location or premises of Wigan and Leigh College, and any other establishment where Wigan and Leigh College conducts its business.

Variation to this Job Description

This is a description of the job as it is at present, and is current at date of issue. The job description will be reviewed and updated as necessary to ensure that appropriate revisions are incorporated, and that it relates to the job to be performed. This process is carried out through discussions with Management. You are expected to participate fully in the review and, following discussion to update your job description as is considered necessary or desirable. It is our aim to reach agreement on reasonable changes. However, if such agreement is not forthcoming, Management reserves the right to insist on changes after consultation with you.

This College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

The successful candidate will be required to apply for a Disclosure and Barring Service (DBS) check. Further information about the DBS can be found at www.gov.uk

Person Specification

Please use this document when completing the 'Person Specification Requirements' section of the Application Form.

Where appropriate, you should give examples of how you meet the criteria, ie, it is not sufficient to say that you can communicate effectively; you should give examples of how you have used your communication skills effectively.

Essential/Desirable

Qualifications

- GCSE Maths and English grade C and above qualifications or recognised equivalent E
- Degree (or equivalent) in Marketing, Journalism, PR or related subject or relevant experience E

Knowledge

- Working knowledge of Microsoft Office E
- Extensive knowledge of social and digital platforms E
- Have experience of working within an education setting D

Competencies

- Able to:
 - create engaging content for different platforms E
 - set, prioritise and achieve objectives E
 - use initiative and make decisions E
- Excellent copywriting and proofing skills E
- Excellent communication skills both written and oral E
- Working to tight deadlines with accuracy E
- Competent in video editing and photography skills D
- Proven expertise in a similar role D
- Proven ability in collecting, organising and presenting information accurately and clearly D
- Presents self positively to others E
- Shows self-confidence and personal drive D
- Builds positive relationships with others E

1.1 *Other Requirements*

- Able to travel as necessary to fulfil the duties of the post E
- A commitment to on-going personal development and willingness to attend appropriate training courses E
- A willingness to work flexibly and outside of normal office hours; Evenings and occasionally weekends E
- Suitable to work with children and young people in accordance with Government guidelines for safeguarding children E
- This post is exempt from section 4 (2) of the Rehabilitation of Offenders Act, 1974, as the duties give you access to persons who are under the age of 18. Applicants are not entitled to withhold information about convictions, which would be regarded as spent for other purposes E

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