

Job Role Details		Last Updated: November 2020
Department/ Location:	Marketing & Communications / Cross site	
Job Title:	Marketing and Communications Officer	
Salary Grade	Grade D	
Responsible to:	Marketing Campaign Manager	
Responsible for:	No staff management responsibilities	
Job Purpose Statement:		
<p>Support the Marketing department in raising the visibility of the College by carrying out an effective marketing and communications plan in order to attract new students, celebrate the achievement and success of current staff and students and maintain relationships with stakeholder and suppliers, working with immediate colleagues as well as wider internal and external networks to jointly address challenges.</p>		
Main Responsibilities and Duties:		
<p><i>The following is an indication of the type and level of the main priorities expected of this role as directed by your line manager and is not intended to be a comprehensive list of duties or tasks:</i></p> <ol style="list-style-type: none"> 1. Undertake Website and other e-marketing communications, collating material and editing copy for the monthly e-newsletters, creating and scheduling social media content, updating information about the College held on external websites and directories, creating fresh and up-to-date content for the College website and providing ideas and input into the development of new e-marketing materials and campaigns. 2. Complete marketing collateral and publicity material, writing and producing marketing material (brochures, posters, flyers etc.), sourcing student and alumni testimonials and case studies, liaising with in-house and, where applicable, external designers for all production issues, preparing marketing collateral for marketing and promotions activities, designing and delivering recruitment events and conferences, assisting the Marketing Campaigns Manager in creating campaign plans and assisting in the selection and ordering of promotional merchandise for exhibitions and for use as corporate gifts. 3. Provide Public Relations services for the College, liaising with curriculum and support staff to request and collate information for publications, proactively searching out information for PR purposes to use on social media channels and through press releases and maintaining a photo library and arranging photoshoots and filming with placement students and staff 4. Undertake advertising duties including printed media, outdoor and new media, supporting the Marketing Campaigns Manager in booking, designing and tracking advertising for the 		



College as required, providing creative input into new advertising campaigns and providing assistance with proofreading, copy writing, editing copy and information collection

- 5. Arrange and attend exhibitions and recruitment visits, representing and promoting the College at exhibitions and events where appropriate ad collating and dispatching literature and other display material to exhibition and event venues.

All staff are required to:

- Staff must complete mandatory annual Continuing Professional Development (CPD) in accordance with the number of hours set for their Department.
- Travel between sites as and when required in accordance with their job role.
- Evening and weekend work may be required to meet the needs of the service
- Comply with and understand all aspects of legislation and College policies and processes relating to safeguarding, including promoting the welfare of children, young people and vulnerable adults.
- Ability to form and maintain appropriate relationships and personal boundaries with children and young people.
- Comply with, understand and promote statutory and college best practice in Health & Safety at a level relevant to the role and responsibilities held by the post holder.
- Comply with, understand and promote statutory and college best practice in respect of GDPR at a level relevant to the role and responsibilities held by the post holder.
- During the course of your duties, you may acquire or have access to confidential information which should not be disclosed to any other person unless in pursuit of your duties in compliance with GDPR or with the specific permission given on behalf of the College.
- Actively take responsibility for their personal learning and development (informal and formal) reviewing and reflecting on their performance within their current role.
- Promote, adhere to, understand and put into practice all college policies and procedures.
- Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the MidKent College Equal Opportunities Policy.
- Attend and complete all mandatory training sessions or on-line computer based training packages as required by the college.
- Undertake any other duties consistent with the key responsibilities and/ or duties of this role as directed by your manager.

Person specification		
Qualifications	Criteria	Assessment Method
	<ul style="list-style-type: none"> • Essential (E) • Desirable (D) 	<ul style="list-style-type: none"> • Application (A) • Assessment Centre (AC)
<ul style="list-style-type: none"> • Five GCSEs or equivalent, including passes in English and Mathematics. • A relevant Degree or CIM Diploma in Marketing/ Digital Marketing or Communications. 	<ul style="list-style-type: none"> • E • E 	<ul style="list-style-type: none"> • A • A
Experience		





<ul style="list-style-type: none"> Marketing communications experience, preferably in an education environment Proven experience of creating and implementing marketing communications plans Knowledge of full marketing mix including sponsorships, events and advertising Knowledge and understanding of social media and digital marketing Management of promotional events and campaigns for businesses Knowledge of market research skills 	<ul style="list-style-type: none"> E E E E E D 	<ul style="list-style-type: none"> A/AC A/AC A/AC A/AC A/AC A/AC
Skills & Aptitudes	Criteria	Assessment Method
	<ul style="list-style-type: none"> Essential (E) Desirable (D) 	<ul style="list-style-type: none"> Application (A) Assessment Centre (AC)
<ul style="list-style-type: none"> Excellent written and verbal communication skills IT Literate: Microsoft Outlook, Word, Excel, Power Point, Web CMS systems, CRM systems. Good organisation and planning skills Excellent copy writing and proofreading skills Proactive and enthusiastic Energetic and flexible. Good team worker and work independently Commitment to quality of work with attention to detail. 	<ul style="list-style-type: none"> E E E E E E E 	<ul style="list-style-type: none"> A/AC A/AC A/AC AC A/AC A/AC A/AC A/AC
Other Requirements		
<ul style="list-style-type: none"> The successful candidate will be required to act with discretion, pride, purpose, resilience and confidentiality. Willing to undertake mandatory training and demonstrate awareness of Health & Safety requirements. Willing to undertake mandatory training and demonstrate awareness of GDPR. Willing to undertake all other mandatory training as required by the College. The successful candidate will be required to adopt a student focus and commitment to developing knowledge of quality improvement processes and systems. 	<ul style="list-style-type: none"> E E E E E 	<ul style="list-style-type: none"> AC AC AC AC AC
Safeguarding		



<ul style="list-style-type: none">• The College is committed to safeguarding and promoting the welfare of young people and venerable adults. The candidate's ability to perform the duties aligned to safeguarding and Prevent strategies within this role will be explored during the interview process.• The successful candidate will be required to have a DBS check to work at the College.	<ul style="list-style-type: none">• E • E	<ul style="list-style-type: none">• A/AC • A

