

CINO110509 – Marketing Co-ordinator - Marketing and Events

Hours:	37 hours per week, 52 weeks per year
Salary:	£19,187 – £20,900 Per annum
Duration:	Permanent
Location:	Colchester

Colchester Institute's mission is to deliver first-class education, professional development and technical skills training to develop careers and strengthen the local economy. Our core values include placing the success and wellbeing of students and an outstanding student experience at the heart of our choices.

Colchester Institute is looking for a Marketing Co-ordinator with strong customer service skills to be responsible for the planning and hosting of multiple events. The role will also focus on supporting the wider Marketing team with general marketing activities to include web updates, advertising, campaign evaluations, admin and research.

If successful, you will be welcomed to the College with a full induction programme to support you in your new role. The College is also committed to staff development and offers an excellent staff benefits package.

Closing date:	16th June 2021
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To apply please complete our Application form via our [website](#).

All jobs at Colchester Institute require a Disclosure & Barring Service (DBS) check.

Please contact Human Resources on jobline@colchester.ac.uk or call 01206 712333 if you have any queries or would like further information.

Additional Information

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

We strive to be an Equal Opportunities employer. All applicants who are offered employment will be subject to a Criminal Records check from the Disclosure and Barring Service.

Please visit our website www.colchester.ac.uk to obtain further details about the College.

Colchester Institute Job Description

Job Title:	Marketing Co-ordinator - Marketing and Events
Regulated Activity:	No
Responsible To:	Senior Marketing Officer (Schools Liaison and Events)
Line Management of other staff:	No
Location:	Colchester
Salary:	Range S15 – S18

Purpose Statement:

To organise, plan and host multiple events. The role will also focus on supporting the wider Marketing team with general marketing activities to include web updates, advertising, campaign evaluations, admin and research.

Main Duties & Responsibilities:

1	Manage marketing schedules and action plans to ensure that the planning and implementation of multiple deadlines are to time and budget, whilst maintaining quality standards in tight deadlines.
2	Plan and host physical/virtual events for a variety of audiences, throughout the year.
3	Support the Schools Liaison Co-ordinator to deliver physical/virtual presentations and workshops to targeted feeder schools and colleges, ensuring positive promotion of Colchester Institute's provision.
4	Support the team in setting up and attending exhibitions both internally and externally at national, regional or local level to promote the college.
5	Communicate internally and externally using email and text messaging management systems to promote the College and to drive attendance at events.
6	Evaluate campaigns and be confident in presenting your analysis to the marketing team and other stakeholders.
7	Responsibility for updating sections of the website on a regular basis to ensure case studies and content continues to look fresh and engaging.

8	Work with others in the team to build a creative library of engaging photos and video snippets of students to use in our publications and on social media, you will have a keen eye for photography and not be shy in approaching students.
9	Support the team in obtaining and writing content for digital marketing.
10	As a creative member of the marketing team you will be a keen participant in brainstorming concepts and ideas for annual marketing material. You will be confident in putting forward your ideas.
11	To maintain the department's budget. Working with colleagues to record departmental spending, raising purchase orders and maintaining a central record of departmental financial savings.
14	With good organisational skills and a willingness to support marketing admin tasks where time permits to include booking advertising space, internal room bookings for events, sourcing print quotes and procuring promotional items where necessary.
15	Work as an effective member of the Marketing team and support all college wide events, including some evening and weekend work.
16	To develop and update personal professional expertise in the relevant areas.
17	Adhere to and promote the College's Safeguarding, Equality & Diversity, College Values and Health and Safety policies and practices.
18	To undertake any other associated duties determined by the college.

This job description is current as the date shown. It may be amended in any way following consultation with the post holder to take account of changes or anticipated changes in the organisation or management of Colchester Institute

Colchester Institute Person Specification

Position: Marketing Co-ordinator - Marketing and Events

	Essential	Desirable	How is this assessed?
Qualifications			
Education to level 3 or above and/or a professional qualification in relevant subject area or equivalent.	✓		A
Minimum of Level 2 qualification in English and Mathematics GCSE 4+ or C and above / CSE Level 1 / O-Level C or above / Level 2 Adult Numeracy or Literacy or equivalent.	✓		A
Marketing, Events, or Business-related degree.		✓	A
Chartered Institute of Marketing qualification.		✓	A
Experience			
Previous experience of working in a customer service environment.	✓		A
Confidence and experience of working to a schedule / action plan.	✓		A / I
Experience of updating a website or blog.	✓		A / I
Experience of working in a busy team and understand the importance of team work.	✓		I
Experience of using email marketing and associated programs.	✓		A / I
Experience of proof-reading copy across print and digital platforms.	✓		I
Experience of working on creative projects.	✓		I
Experience of working with and inspiring school and college aged audiences.		✓	A
Proven experience of running events.		✓	A / I
Management of social media accounts.		✓	A / I
Experience of writing copy for print or web.		✓	A / I

Experience of creating analysis and evaluation reports for stakeholders.		✓	I
Knowledge and Skills			
Advanced IT skills, including Microsoft Word, PowerPoint, Outlook and Excel.	✓		A / I
Experience working via remote video communication software.	✓		A / I
A people person with strong customer service skills and the confidence to approach people and engage with a wide range of audiences.	✓		I
Proven knowledge of marketing via social media platforms and creation of content.	✓		A / I
Organised and have the ability to manage multiple projects to tight deadlines.	✓		A / I
Excellent interpersonal, oral and written communication skills.	✓		A / I / T
Committed to safeguarding the welfare of children and vulnerable adults, creating a safe learning environment and an understanding of the safeguarding practices.	✓		I
Design skills including Photoshop, MS Publisher, InDesign or other creative design package.		✓	A / I
Knowledge of HTML and using a content management system for web updates.		✓	A
Confidence to lead meetings and virtual events.		✓	A / I
Use of photo/video editing software.		✓	A / I
Personal Attributes			
A strong commitment to equality and diversity.	✓		I
Ability to self-motivate and influence others.	✓		I
Enjoys working collaboratively and seeking collaborative opportunities.	✓		I

Ability to work flexibly to meet changing needs and work demands.	✓		I
Continuously improving and commitment to own personal and professional development.	✓		I

KEY:

A	Application
I	Interview
P	Presentation/Micro-teach
T	Test