

OAKLANDS COLLEGE

JOB DESCRIPTION

CAREER FRAMEWORK	Senior Management (SLT)
JOB TITLE	Director of Marketing and Admissions
REPORTING TO	Principal and Chief Executive
JOB FAMILY SCALE	57 - 60

This role is part of the Strategic Leadership Team (SLT) and will assume all relevant responsibilities

SUMMARY OF POST

- To be responsible to the Principal and the Corporation for the strategic leadership development and achievement of the funding and commercial income of the college
- To anticipate and respond to changes in the external environment, to explore the implications for the College and to make recommendations to the Principal and the Corporation in order to best position the College for the future.
- To promote a culture of high performance, supporting effective operational organisation and management.
- To work as part of the Strategic Leadership and Senior Management Team to ensure all elements of the college work together effectively to deliver a high quality and responsive curriculum offer
- To maintain a high profile as a champion for the College, promoting and representing the College locally and regionally ensuring current partnerships and new opportunities with key stakeholders are maintained and enhanced.

AREAS OF RESPONSIBILITY

- Marketing
- Commercial
- Contact Centre

Specific Accountabilities

- Ensure that high quality standards are set and achieved for all areas of responsibility and promote practices that support students

- Continue to grow commercial and grant funding income streams for the college which provide good contribution levels and are in line with the vision and values of the college
- To utilise labour market intelligence and competitor analysis to ensure the curriculum offering is responding to changing needs and is differentiated from immediate competitors
- To be responsible for all marketing channels to make sure that the College message is clearly communicated and promoted, and is appropriate for all target audiences
- To lead the process from enquiry to enrolment, ensuring that the process is customer focused and provides a positive experience
- To be responsible for leading on public relations activity, maintaining and developing the College's external reputation by developing excellent communication channels with all customers, stakeholders and with key media outlets.
- To be responsible for the contact centre, ensuring all contacts are dealt with in a timely, pro-active and professional manner
- Provide effective and inspiring leadership for the College, ensuring that all staff are working in collaboration to achieve the best possible student experience and student outcomes
- Promote a high performance culture which leads to continuous improvement based around the values of the college
- Foster positive internal and external communication, ensuring staff and students are made aware of key developments and decisions of the Corporation and Senior Management Team, relevant national and local policy developments, and best practice in the sector
- Demonstrate commitment to the personal growth and development of staff and students at all levels, enabling them to develop the skills necessary to achieve outstanding outcomes
- Work as part of the Strategic Leadership Team to support the development and implementation of engagement strategies with employers, stakeholders and the local community to ensure that the college is responding to and meeting identified needs
- Develop and build on relationships to ensure that all needs can be met in a timely manner with high quality outcomes

General

- Maintain an awareness and understanding of relevant legislation and changes in the education sector and the potential implications and opportunities for the College.
- Promote and implement the College's policies, procedures, and practices, including those relating to safeguarding and equality and diversity.
- Undertake any personal development necessary to ensure effective performance in the role.
- Undertake any additional duties that the Principal may require within the scope of the post.

The Job Description is current at the date shown, and is a guide to the work the Postholder will be required to undertake. In consultation with the Postholder, it may be amended from time to time by the Principal to meet changing circumstances.

The College is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all employees and volunteers to share this commitment.

Career Framework	Management
Job Title	Director of Marketing and Admissions
CRITERIA	
RECRUITMENT- shortlisting criteria	
<ul style="list-style-type: none"> • Previous experience of leading a marketing function or of contributing at a senior level within a marketing team • Experience across a variety marketing communication channels • Relevant marketing qualification or equivalent experience • Excellent communicator with the ability to liaise and network with a broad range of stakeholders 	
ESTABLISHED	
<ul style="list-style-type: none"> • Passed probationary period successfully • Evidence of continual improvement within areas of responsibility 	
EXPERIENCED AND QUALIFIED	
<ul style="list-style-type: none"> • All departments operating at a high standard which meets student and staff needs • Ongoing achievement of funding and commercial income targets 	
DEVELOPED	
<ul style="list-style-type: none"> • To be assessed against College Values and Behaviours 	
PERSON SPECIFICATION (to be assessed at the interview stage)	
PERSONAL ATTRIBUTES	
<ul style="list-style-type: none"> • Well organised • Flexible approach • Maintains pride in delivering a quality service • Team player • Has a positive, enthusiastic and 'can do' attitude • Customer orientated • Self-motivated • Engagement with the core college values and associated behaviours (achieving student success through working together, being open and honest, pursuing excellence, being innovative and valuing diversity) 	
SKILLS AND EXPERIENCE	
<ul style="list-style-type: none"> • Experience of managing teams to provide excellent services • Experience of managing external contracts and service level agreements with external partners and stakeholders • Excellent verbal communication and written skills • Good IT skills • Good organisational and time management skills 	

<ul style="list-style-type: none"> • Experience of business process implementation and project management • Evidence of involvement at senior level and strategic thinking • Qualifications at level appropriate to management role 			
Date approved	September 2020		
Date reviewed	September 2020		

This job description is current as at the date shown above. In consultation with the postholder it is liable to variation by the Principal to reflect or anticipate changes, in, or to, the post and the organisation.

The job description gives an overview of the main responsibilities of the role. The daily job will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post