|  |  |  |
| --- | --- | --- |
| **JOB DESCRIPTION** | |  |
|  | | |
| **Post:** | **Marketing Content Specialist** | |
| **Responsible to:** | **Marketing & Admission Manager** | |
| **Pay Band:** | **7** | |

# JOB PURPOSE

To produce compelling content for all online and printed publications that enriches the website, social media, and improves the college presence.

Deliver quality written pieces that appeal to our audiences, attract students and boost awareness

# KEY DUTIES

Content Creation

* Write clear marketing copy to promote the full college offering.
* Work with the Marketing & Admission Manager to maximise media coverage.
* Using your journalistic tendencies, you will work collaboratively with all college staff and students to seek out, follow up and write stories that will promote the college both internally and externally.
* Work collaboratively with the Social Media Officer and in doing so, create material and manage social media sites in a coordinated way, to improve our web presence and increase visitor numbers.
* Ensure the website is accurate, follows Government protocols for School and College publications, Office for Students requirements for external reporting, and any other external body requirements.

Data Analysis

* Use external tools such as Google Analytics and internal data sources (PowerBi) to monitor and measure campaign success, conversions and ROI,
* Work with the Marketing & Admissions Manager in developing Key Performance Indicators (KPIs) and accurately measure performance against KPIs on a regular basis
* Working with the Marketing & Admission Manager & make recommendations based on the results of data analysis for future marketing activity.

Market Research

* Working with Heads of Faculty, keep up to date with local requirements and identify gaps in provision, in order to produce targeted campaign content.
* Liaise with curriculum departments and conduct research, generating ideas for new content types

General

* Ensure all round consistency of brand and message
* Work with the rest of the marketing team in ensuring events are successful (i.e. assisting at Open Days)

# Other Duties Applicable to All Staff Working at Abingdon and Witney College

* Take personal responsibility at all times for ensuring the welfare of students, apprentices and visitors by ensuring their access to the support, services and resources is available. It is expected that all members of staff will play a part in ensuring that all students are safe, happy and complete their programmes successfully.
* Comply with College procedures in relation to Safeguarding and the Prevent agenda.
* Participating in a programme of personal development.
* Keeping abreast of developments in your area.
* Adhering to the Health and Safety policies and procedures in force within the College, with particular regard to your own safety and that of other people using the College.
* Adopting high standards of customer service.
* Staff must abide by any College policies in relation to dealings with staff and students, e.g. communications, equal opportunities and employment policy.

As a term of your employment you may be required to undertake such duties as may reasonably required of you, commensurate with your grade, at any of the College sites.

The College reserves the right to amend the job description in consultation with the employee to reflect changes in the duties of the post.

**PERSON SPECIFICATION**

It is **essential** that the post holder:

|  |  |  |
| --- | --- | --- |
|  | **Essential criteria** | **How assessed** |
| **1** | Is educated to degree level, or equivalent | Application |
| **2** | Has excellent copy writing skills across all platforms | Application / Interview / Test |
| **3** | Has the ability to develop and run integrated marketing campaigns | Application/interview |
| **4** | Strive to produce interesting and relevant content | Application / interview / Test |
| **5** | Has an understanding of media relations and PR | Application/interview |
| **6** | Has experience of managing and utilising data  for marketing purposes | Application/interview |
| **7** | Has experience of using website content management systems | Application/interview |
| **8** | Works well under pressure to multiple deadlines | Application/interview |
| **9** | Has the ability to build and maintain strong  relationships | Application/interview |
| **10** | Has experience in monitoring key performance indicators | Application/interview |
| **11** | Has excellent communication and networking skills both internally and externally | Application/interview |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

It is **desirable** that the post holder:

|  |  |  |
| --- | --- | --- |
|  | **Desirable Criteria** | **How Assessed** |
| **1** | Has experience in the education sector | Application |
| **2** | Ability to travel between campuses | Application/interview |
|  |  |  |

|  |  |
| --- | --- |
| **Salary:** | Pay band 7 |
| **Payment:** | Monthly in arrears direct to bank via the Bank Automated Clearing System [BACS] |
| **Hours:** | As advertised |
| **Holidays:** | 24 working days, rising to 29 days plus Bank and Public Holidays |
| **DBS:** | All employees undergo a Disclosure and Barring Service (DBS) check. Copies of the Disclosure and Barring Service Code of Practice and the College’s policy on the ‘Secure Storage, Handling, Use, Retention & Disposal of Disclosure and Barring Service (DBS) Disclosures and Disclosure Information’ are available on request. |
| **Pension** | Employees are automatically invited to join the Local Government  Pension Scheme (LGPS) however, they may opt out if they wish |
| **Job duties:** | The precise duties of the post will be agreed after discussion between the Line Manager and the successful candidate. |

These details are for broad information only and must not be taken as a complete or authoritative statement. They do not constitute a full contract of employment.

**SAFEGUARDING AND PREVENT** - Abingdon & Witney College is committed to:

* ensuring the well-being of all young people and vulnerable adults in its care
* ensuring all students, staff and stakeholders are aware of the need to prevent people from being drawn into terrorism

**EQUAL OPPORTUNITIES** - Abingdon & Witney College aims to be an equal opportunity employer. We are committed to the policy that staff recruitment shall be carried out in accordance with equal opportunities practice and legislation and that appointments shall be made only on the basis of job- related criteria.

**Abingdon and Witney College is committed to good practice in employing people with disabilities. To this end the College will:**

|  |  |
| --- | --- |
|  | Interview all applicants with a disability who meet the minimum criteria for a job vacancy and consider them on their abilities. |
|  | Ask disabled employees at least once a year what can be done to be sure that they can develop and use their abilities at work. |
|  | Make every effort when employees become disabled to make sure they stay in employment. |
|  | Make sure key employees develop the awareness of disability needed to make this commitment work. |
|  | Review these commitments annually. |