

JOB DESCRIPTION

MARKETING AND COMMUNICATIONS EXECUTIVE

CONTEXT

The role of the College's Marketing and Communications Executive will be to contribute to the development and implementation of marketing campaigns that promote all aspects of the College's business. The role is varied and fast-paced and includes planning, advertising, public relations, event organisation, distribution and research.

RESPONSIBLE TO

Head of Marketing and Admissions

LOCATION

Based at Watford campus with travel to all sites

KEY DUTIES AND RESPONSIBILITIES

- Contribute to the development of integrated marketing campaigns
- Liaise and network with a range of stakeholders including existing and prospective students; parents/carers; colleagues; and partner organisations
- Communicate with target audiences and manage customer relationships
- Source advertising opportunities and place adverts in the press, radio, online and outdoor.
- Create marketing materials, including leaflets, posters flyers, newsletters, e-newsletters and utilising digital formats via social media and the website
- Write and proofread copy
- Plan effective and targeted advertising campaigns via social media platforms, search and display, re-targeting and programmatic.
- Organise photoshoots and video content

- Arrange the effective distribution of marketing materials
- Organise and attend events to promote student skills and achievements
- Contribute to, and develop, marketing strategies and plans
- Evaluate the effectiveness of marketing campaigns to ensure they deliver ROI and that future campaigns are improved based on this data.
- Support the Marketing and Communications team and other colleagues as necessary
- Plan and manage events across all college sites and the wider community.

GENERAL AND COLLEGE RESPONSIBILITIES

- Participate in team training and development activities, to update skills and knowledge.
- Be aware of and comply with the health and safety legislation and other College requirements that are relevant to his/her post.
- Demonstrate commitment and enthusiasm to promote the principle of equality and diversity in employment and service delivery:
- Be familiar with Safeguarding requirements as outlined in the Safeguarding Policy and comply with its requirements to safeguard and protect the welfare of children and vulnerable adults
- Undertake such additional duties or projects as the Principal or line manager may determine from time to time, after consultation with the post holder.

NOTE: Please be aware that the duties and responsibilities outlined above are not exhaustive and may be varied from time to time after consultation with the jobholder. They do not form part of the jobholder's contract of employment.

Feb 2021