

Colchester Institute Job Description

Job Title:	Marketing Officer
Regulated Activity:	Yes
Responsible To:	Senior Graphic Web Designer
Line Management of other staff:	No
Location:	Colchester
Salary:	Range S19-22

Purpose Statement:

You will be responsible for coordinating marketing activities which will include the production of social media campaigns to include sponsored advertising; creating newsletters; e-marketing campaigns; leaflets; posters, be responsible for providing analysis and feedback on all activity and plan, coordinate and deliver a multitude of events.

Main Duties & Responsibilities:

1	To liaise with colleagues in all departments of the College to ensure content is received for Business to Business (B2B) marketing including news items, articles for press, social media content for campaigns.
2	To coordinate promotional activities of CI Business Solutions team and Faculties both on-line (website, social media, email marketing) and off-line (advertising, events, marketing materials) and monitor the effectiveness.
3	Researching competitors, obtaining local marketing intelligence (LMI) and updating CRM, creative writing and distributing press releases to targeted media.
4	To assist in development, implementation and promotion of a B2B marketing strategy, using all available media (e.g. internal publications, copy for Signagelive, Website content, social media).
5	To work closely with the Web and Media Coordinator to obtain case study documentation of students, employers, tutors and assessors. This will be to collate video, PR and photographic content for marketing purposes.
6	Writing and editing appropriate copy for marketing purposes to include, but not exhaustive of, case studies, speeches, articles, blogs and creating annual reports.
7	To work closely with the in-house Graphic Designer to create posters, flyers, postcards, bookmarks for promotional purposes.
8	To use IT and DTP systems, including MS Word, Publisher, InDesign, Adobe Photoshop to produce creative and original material for social media, digital advertising, newsletters and advertisements.

9	To regularly release news and information using Twitter, Facebook, LinkedIn, and other social media channels to meet targeted deadlines. Managing and updating information and engaging with users on social media.
10	Collating and analysing media coverage, disseminate analysis to relevant staff at Colchester Institute on a regular basis.
11	Ensure all social media and marketing activity for CIBS adhere to Colchester Institute's brand guidelines.
12	Create production schedules, timetables, update marketing plans and communicate with colleagues and key spokespeople.
13	Working closely with other members of the marketing team in the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia projects.
14	To represent the Department and College as required at internal and external events, to include presenting, networking and participating in other promotional activity.
15	To provide support, including attendance, assistance with set up and breakdown, and staffing, for appropriate exhibitions, shows, open events and schools careers fairs.
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