

JOB DESCRIPTION

Post:	Digital Marketing Analyst
Responsible to:	Head of Marketing
Pay Band:	8

JOB PURPOSE

To develop and implement robust digital marketing tactics and to accurately show the impact of marketing on the College objectives through measurable data in order to achieve student number targets.

KEY DUTIES

Digital Media

- Ensure the website is accurate, follows Government protocols for School and College publications, Office for Student requirements for external reporting and any other external body requirements
- Work closely with the website provider to ensure ongoing developments to improve efficiency and accuracy of the information held
- Work with the Head of Marketing to maximise media coverage;
- Line manage the Social Media Officer and in doing so, create material and manage social media sites in a co-ordinated way to improve our web presence and increase our visitor numbers

Data Analysis

- Work closely with the College Information Team (CIT) in developing data analytics and reporting functions (i.e. conversions)
- Use tools such as Google Analytics, PowerBi and Rebrandly to monitor digital communications
- Review and monitor application numbers and conversions for all College target markets
- Work with the Head of Marketing in developing Key Performance Indicators (KPIs) and accurately measure performance against KPIs on a regular basis
- Establish and monitor return on investment (ROIs) indicators
- Working with the Head of Marketing, 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 provide advice and insight into the curriculum planning processes
- Ensure that knowledge regarding local competition is shared with relevant internal stakeholders

General

- 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 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 be 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 experience in marketing and communications	Application
3	Has the ability to develop and run integrated marketing campaigns	Application/interview
4	Has an understanding of media relations and PR	Application/interview
5	Has experience of managing and utilising data for marketing purposes	Application/interview
6	Has excellent copy writing skills across all platforms	Application
7	Has experience of using website content management systems	Application/interview
8	Has experience of managing suppliers e.g. designers, printers and advertising agencies	Application/interview
9	Works well under pressure to multiple deadlines	Application/interview
10	Has good negotiating skills	Application
11	Has the ability to build and maintain strong relationships	Application/interview
12	Has experience of line management	Application
13	Has experience in developing and monitoring key performance indicators	Application/interview test
14	Has experience in writing successful tactical strategies	Application/interview test
15	Has excellent communication and networking skills both internally and externally	Application/interview

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

	Desirable Criteria	How Assessed
1	Is experienced in managing a budget	Application
2	Has experience in the education sector	Application
3	Ability to travel between campuses	Application/interview

CONDITIONS OF SERVICE

Salary:	Pay band 8
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.