
JOB DESCRIPTION

JOB TITLE:	Digital Communications and Marketing Officer
REPORTING TO:	Head of Marketing and Communications
SALARY:	Scale 6/SO1, £28,367 - £32,834 Inclusive of London Weighting Allowance (dependent on experience)
HOURS:	36 hours per week (Full time)
ANNUAL LEAVE ENTITLEMENT:	26 days (plus 8 bank holiday and 2 statutory days)

Main Responsibilities

This role is offered at a starting salary on Scale 6 or Scale SO1, depending on the experience of the successful candidate.

- Support the management of the College's social media profiles, including generating content, updating our social media platforms and monitoring industry trends to ensure the highest standards of information and value are offered.
- Design engaging and vibrant marketing materials.
- Create and edit animated videos and rich media content for digital campaigns, so we can keep our network engaged and informed. Including student blogs and other engaging marketing communications.
- Be an ambassador of the College brand, ensuring consistent design is followed across all communication platforms.
- Work closely with the wider organisation to meet our design requirements.
- Ensure the college website content is accurate and up to date and optimised.
- Support the digital element of our Keep Warm strategy, produce email marketing campaigns for monthly keep warmers to send prospective students.
- Ensure all design work meets campaign deadlines, and have artwork created in a timely manner.
- Work closely with the Marketing team, to drive alignment of programmes, messaging, and customer experience. Including taking part in main enrolment and student recruitment interviews throughout the year.
- Provide accurate reports and analysis using Google Analytics, hootsuite and other marketing platforms to optimise and report on digital marketing campaigns every month to the Marketing manager.
- Be responsible for SEO - keyword discovery and optimisation, track, report and analyse.
- To support in the development of a Digital Campaign calendar, ensuring that content is being marketed at appropriate times of the student recruitment life cycle. To be responsible for the College's digital communication and engagement, managing content, delivery and adherence to the College brand and values
- Support the College's digital communication and engagement plan, managing content, delivery and adherence to the College brand and values.

- To support all Marketing activities to promote the College with internal and external stakeholders at events all year round, alongside the Schools liaison Co-ordinator.
- Manage a portfolio of secondary schools to ensure recruitment rates stay high and general communication is fast and effective with these schools and students.
- To develop integrated digital marketing activities that complement the overall aims of the Marketing Strategy.

If appointed at Scale SO1, the successful candidate will be expected to:

- Deputise in the absence of the Head of Communications and Marketing
- **Lead** the management of the College's social media profiles, including generating content, updating our social media platforms and monitoring industry trends to ensure the highest standards of information and value are offered.
- **Lead** the digital element of our Keep Warm strategy, produce email marketing campaigns for monthly keep warmers to send prospective students.
- **Lead** on the College's digital communication and engagement plan, managing content, delivery and adherence to the College brand and values.

SAFEGUARDING is everyone's responsibility - All staff are expected to safeguard and promote the welfare of students. All staff are also required to complete mandatory safeguarding training and attend further training as needed

EQUAL OPPORTUNITIES –We are committed to the equal opportunities for all and staff are expected to act in accordance equal opportunities policy and practice.

Other requirements:

The post holder will be expected to work outside of their normal hours from time to time to support key activities during the academic year. For example, enrolment, open evenings, parents' evenings, etc. Advance notice will be given. Time off in lieu for work outside normal hours will be negotiated.

The post holder, if required, will undertake first aid training to ensure adequate college provisions are in place.

PERSON SPECIFICATION

	Essential/ Desirable
Qualifications	
Educated to level 3 or above	E
Degree level or equivalent	D
Knowledge and Experience	
Extensive experience in a digital marketing role	E
Working with a range of external partners & agencies.	D
Delivering effective 'youth' marketing strategies	D
Experience of HTML and CSS	E
Experience of utilising social media to drive awareness and engagement	E
Production of photographic and/or video content for on-line use	E
Excellent relationship building skills, working with a variety of departments and stakeholders to deliver positive outcomes	E
Microsoft Office applications.	E
Experience in using to Adobe Creative Suites, particularly Photoshop and InDesign	E
Experience of CMS (e.g. WordPress)	D
Google analytics, campaign metrics and tools, segmentation	D
Knowledge of ad campaign management on Facebook and Google.	E
Knowledge of the requirements of print media.	D
Skills & Abilities	
Good communication skills	E
Excellent organisational, planning and IT skills	E
The ability to work well independently and within a team	E
Ability to work accurately under pressure and prioritise workload and meet tight deadlines	E
The ability to demonstrate high quality written and verbal communication skills	E
The ability to manage stressful situations	E
Ability to see a project from start to finish	E
Strong analytical skills and ability to understand information and data to generate insights and actionable outcomes.	E

Personal Attributes	
A positive, can do attitude, with the ability and initiative to find successful solutions	E
Commitment to equal opportunities and to the success of our students	E
Ability to demonstrate flexibility and adaptability in order to meet the challenges and demands of the role	E
Ability to be both conceptual and operational	E
Energetic & enthusiastic team member	E