



JOB DESCRIPTION	
JOB TITLE	Corporate Marketing Coordinator
PAY/GRADE	£27,750 to £30,274 per annum depending on contract
HOURS	37 hours per week, all year round
REPORTS TO	Group Manager for Marketing and Communications
LOCATION	Peterborough College
JOB PURPOSE	
<p>To act as ambassador for the Inspire Education brand, taking a customer journey focused approach to enhancing stakeholder relationships with local businesses, employers, communities, authorities, councillors and MPs, profiling and identifying their service need for the Group's multiple brands with particular focus on engagement and building positive PR and brand awareness for the Group.</p> <p>This is an exciting opportunity to act as a bridge, working collaboratively with marketing and B2B colleagues to promote the College to our wider regional and local partners to create unique selling points for our Group, increasing visibility, creating compelling content and developing new external channels of communication to meet agreed objectives.</p>	
MAIN DUTIES AND RESPONSIBILITIES	



Your main duties and responsibilities will include, but will not be limited to the following areas:

- Build, nurture and manage relevant communications, events and activities to a portfolio of influential contacts (such as local businesses, employers, communities, authorities, councillors and MPs) and successfully develop and coordinate marketing events, activities and content to support the growth of the IEG brand.
- Profile the Group's relationships with external media and local leaders to identify appropriate stakeholder communication engagement and opportunities. Work closely with the wider marketing team to feed findings into the wider marketing activities and communications strategies, and develop communication campaigns that encourage greater engagement with the Group's courses and services.
- Lead on hosting internal visits for key influential stakeholders, promoting and maintaining high quality, professional engagement and experiences.
- Secure press coverage identifying opportunities in the external media landscape to boost reputation and develop campaigns to promote the range of projects, initiatives, and events to tell the story of Inspire Education Group to key external audiences.
- Seek opportunities and coordinate the Groups participation at external B2B events, sponsorship opportunities and networking activities to effectively engage businesses, employers, media, councillors and MPs with the opportunities available with the IEG Group.
- Act as a College ambassador at external events to raise awareness of IEG and ensure there is effective knowledge and understanding of the services available within the IEG brand to stakeholders and local and regional partners.
- Support the marketing team and wider College staff with the organisation and smooth running of major College promotional and communication events such as the Student Awards, high-profile PR visits and interviews with the media.
- Implement strategies to measure the impact of participation at external events and activities utilising data and insight to monitor and evaluate performance to inform stakeholders, including actionable recommendations. Undertake evaluation processes and work with the Group Manager for Marketing and Communications on development plans to improve engagement.
- Work closely with the Group's Apprenticeship and Business Development teams to drive acquisition of new business partners, monitor recruitment success and ensure maximise conversion for all brands within IEG.
- Establish productive relationships with all staff and students across various College departments.
- Be a proactive member of the marketing team and participate as required to support wider marketing activities.
- To manage projects, campaigns and tasks responsively, timely, accurately, promptly and efficiently with attention to detail and consistency.

- Be proactive in your own self-development to maximise the skills held within the marketing and design function.

OTHER

- Contribute to the development of the College's Strategic Aims, Objectives and Values.
- Perform duties to a high standard and to ensure that quality assurance and improvement processes are implemented successfully across the College, particularly those relating to their own role.
- Participate in and make an appropriate contribution to the College's planning and review processes.
- The postholder will be required to encompass the use of Information and Learning Technology (ILT) as appropriate to his/her level of responsibility.
- Assist with College events as required (which will entail occasional attendance outside normal College hours for which time off in lieu will be agreed).
- Comply with, and implement as appropriate, all College policies and procedures with particular reference to Equal Opportunities, Safeguarding and Health and Safety.
- Commit to and uphold the College's Environmental Policies and aspirations for sustainable learning provision.
- Undertake continuing professional development as appropriate. Take a full part in the College staff development programme including the appraisal and service level agreement process.

TERMS AND CONDITIONS

Contract	Permanent
Pension	Local Government Pension Scheme
Holiday	30 days per year, plus bank holidays and discretionary days.
Probation	New appointees to the College are subject to a 6 months' probationary period
Disclosure	All employment offers are subject to a satisfactory fully-funded enhanced DBS check
Working Arrangements	Normal working hours of 8.30am to 5pm Monday to Thursday, 8.30am to 4.30pm Friday

APPLICATION PROCESS

Applicants should complete the College's online application form

<https://ieg.ac.uk/jobs/>

PERSON SPECIFICATION

Corporate Marketing Coordinator

Criteria	Essential or Desirable		Assessment Method			
			A	I	T	R
QUALIFICATIONS						
Degree (or equivalent Level 5 qualification) in a marketing/communications related subject	E		✓			
Professional Marketing qualification e.g. Chartered Institute of Marketing (or willing to work towards within a specified time)	E					
Minimum of Level 2 Literacy and Numeracy	E		✓			
EXPERIENCE						
At least 2 years of experience in a marketing communications role	E		✓	✓		
Experience of organising, participating and presenting in a range of corporate events, workshops and exhibitions	E		✓	✓		
Strong copywriting experience and of developing communication campaigns to grow and maintain external relationships	E		✓	✓		
Working within an educational environment		D	✓	✓		
Experience of marketing to different audiences	E			✓		
KNOWLEDGE						
Excellent IT skills in Microsoft Office applications (Word, Excel, PowerPoint, Outlook)	E		✓			
Good working knowledge of Windows and Apple Mac desktop environments and operating systems	E		✓			
KEY SKILLS						
Excellent interpersonal and communication skills and ability to deal with individuals/customer needs at all levels both in writing and orally	E			✓	✓	
Public speaking and presentation skills	E			✓	✓	
Excellent project management and organisational skills with the ability to multi task and prioritise own work to meet deadlines	E			✓	✓	
Self-motivated, results orientated and the ability to reflect critically on working practices, materials and strategies used to improve performance	E			✓	✓	
Strong creative instinct and motivation to constantly develop new ideas, think independently, creatively and innovatively	E			✓	✓	
The ability to use own initiative to respond to a wide variety of problems	E			✓	✓	
Adaptable to different working environments	E			✓	✓	
OTHER						
Willingness and professional commitment to undertake further training as necessary	E			✓		
A commitment to Inspire Education Group's Core Values	E			✓		
Flexibility to work at corporate and college events in return of lieu if out of normal hours	E	✓				
Willing and able to travel to events (within 30 miles)	E	✓				
Driving Licence	E	✓				
Satisfactory enhanced DBS check + barred list for regulated roles	E	Pre-employment check				

Assessment Criteria: A = Application, I = Interview, T = Test, R = References