**Director of Marketing & Communications**

Team: Marketing & Communications

Reports to: Associate Principal, Employers & Stakeholders

Location: Group Wide

##### Job Purpose

The Director of Marketing & Communications is a strategic leadership role responsible for developing and executing comprehensive marketing, recruitment and communication strategies to enhance the visibility, reputation and engagement of learners and employers across the South East. This role requires a dynamic and innovative leader who can drive growth, engage diverse audiences and promote Chichester College Group's mission and values.

You will lead the Marketing and Communications teams, enabling an outcome led culture that delivers innovative, ambitious and successful campaigns whilst balancing the multiple requirements and priorities of colleagues, students and other stakeholder groups.

You will promote a culture of service excellence, manage resources effectively and drive positive change where necessary, to build and promote the impact of the Group.

##### Key Responsibilities

* Work collaboratively with members of the Group Leadership and College Management team to grow student numbers and market share across all product lines and colleges.
* Provide strategic leadership for planning, developing and implementing an ambitious and focused marketing, recruitment and communications strategies across a range of platforms.
* Ensure the provision of clear, consistent and reliable market intelligence and sector insight and use this to shape strategic and operational decision making, portfolio development and innovation.
* Leverage modern digital platforms and technologies (e.g. AI) to enhance and gain insights to customer journeys, insights and trends.
* Drive a ‘customer first approach’ from enquirer and applicant management, ensuring a high-quality customer journey.
* Manage and develop a large team ensuring it is high performing, customer focused and is aligned to meet the Groups objectives.
* Manage resources appropriate to the area in accordance with the Group’s Financial Regulations and Human Resources policies.
* Oversee the Group’s School Liaison function maximising opportunities to engage and partner with schools.
* Lead on internal communications for the Group ensuring that we have engaging and responsive bilaterial communications with our staff.
* To manage the application and development of the CCG brand across all audiences and channels.

**Role Context**

Chichester College Group expects staff to:

* Work within the context of the Group’s core values, code of conduct, quality requirements and continuous improvement ethos.
* Undertake their duties in accordance with Group policy and procedures, particularly with respect to:
* Human Resources policies and procedures;
* Equality, diversity and inclusion policies and procedures;
* The Group’s health and safety policies and procedures;
* Safeguarding and Prevent;
* The Group’s policy on the confidentiality of data stored electronically and by other means in line with data protection legislation.
* Keep abreast of developments in their own area of expertise and undertake staff development opportunities where identified and approved, subject to funding.
* Support and uphold the Group’s environmental sustainability commitment and work towards helping the Group achieve net zero carbon emissions.

Evening and weekend work may be required.

You may be required to undertake such duties as may be reasonably required of you commensurate with this grade.

Work outside the Group must not interfere with the effective delivery of your duties. Additional work requires approval by the Chief Executive Officer.

Other supporting information can be found on the Group’s website.

This job description is current at the date shown below. It is liable to variation by management in consultation with you to reflect or anticipate changes in, or to, the job.

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| **Criteria** | **Essential/****Desirable** | **Assessed** |
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| **Experience** |
| Significant experience in managing a large and complex marketing and communication team, working collaboratively with a diverse range of customers and stakeholders. | Essential | Application Form/ Interview/ Assessment |
| Leading a marketing strategy with evidence of innovative approaches, success and leading change. | Essential |
| Substantial experience of developing strategic and tactical marketing campaign plans to deliver measureable outcomes. |  |
| Identifying opportunities and developing communication plans for internal and external audiences | Essential |
| Managing significant resources to be aligned to meet organisational objectives / KPIs | Essential |
| Experience of leading corporate communications, Public Relations and Media liaison across a complex organisation | Essential |
| Brand development, application and management across multiple sites and audiences | Essential |
| Budget planning and management | Essential |
| Working in a Further Education or Higher Education sector in a senior marketing role. | Desirable |
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| **Knowledge**  |
| An awareness and insight of websites, digital and social media as part of the marketing mix | Essential | Application Form/ Interview/ Assessment |
| An understanding of market research, analytics and insights to inform activity and measure impact | Essential |
| Detailed knowledge of product and service attributes to inform messaging, campaigns and communications | Essential |
| Working knowledge of Microsoft Office applications | Essential |
| Marketing and communications within a Higher or Further Education setting | Desirable |
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| **Qualifications** |
| Degree or equivalent experience in marketing or communications  | Essential | Application Form/ Certificates |
| Masters degree or a professional marketing or communications qualification (CIM or CIPR) L6+ | Desirable |
| Management or coaching qualification | Desirable  |
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| **Skills and Abilities** |
| Provide strong leadership, vision and management to enable the Group to deliver its strategic and operational objectives. Able to instil a continuous improvement culture whilst ensuring high standards are met. | Essential | Application Form/ Interview/ Assessment |
| High standards of customer service with a helpful and confident approach. Externally effective orgainsational, prioritisation and time management skills. | Essential |
| Highly motivated with excellent problem solving skills, able to work flexibly and confidentially with empathy and discretion. | Essential |
| Able to communicate effectively with a diverse range of stakeholders, including the communication and presentation of complex data.  | Essential |
| Well developed IT, analytical and digital skills | Essential |
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| **Attributes** |
| Proven English language and communication skills (e.g. delivering presentations) as well as strong influencing and negotiation skills. | Essential | Application Form/ Interview/ Assessment |
| Performance driven, able to set and meet challenging targets and KPIs | Essential |
| Diplomatic and able to act with tact, discretion and confidentiality | Essential |
| Able to build strong and trusted relationships with colleagues and statekolders | Essential |
| An ability to work independently with strong decision making skills and initiative  | Essential |
| Creative, innovative, commercial and entreprenurial spirit | Essential |
| Able to work flexibily and positively with a helpful attitudue to work | Essential |
| Interest and ability to coach and develop others to success |  |
| Commitment to, and understanding of, equal opportunities relating to staff and student matters within a diverse and multicultural environment | Essential |
| Commitment to the values of the Chichester College Group | Essential |

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| **Other Requirements** |
| Satisfactorily meeting the Group’s employment checks – a Disclosure and Barring Service Check (including any relevant overseas checks), health assessment, references, qualifications and legal entitlement to work in the UK | Essential | Checks and Clearances |

Any appointment is subject to the Corporation’s terms and conditions of service:

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| **Working hours per week:** | 37 |
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| **Working weeks per year:** | 52 |
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| **Salary range:**  | £60,001 – £65,573 per annum |
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| **Salary progression:** | Salary progression is achieved through annual increments, in accordance with the Group’s Performance Management Scheme. |
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| **Holiday entitlement:** | The annual leave year runs from 1 January to 31 December.30 days per annum. In addition, the days between Christmas and New Year are not deducted from your leave entitlement. |
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| **Holiday restrictions:** | Leave cannot be taken on certain days designated by the Group, e.g. development and administration days. Leave is to be agreed in advance with the line manager. Academic staff or staff supporting teaching and learning cannot take leave during term time. |
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| **Pension scheme:** | Permanent and fixed term staff (regardless of how many hours they are contracted to) are automatically opted into the Local Government Pension Scheme unless they elect to opt out of the pension. The Group contributes to this scheme and the employee contribution is determined by the level of actual pensionable pay and the guidelines given by the LGPS. Alternatively the employee may opt out within the first 3 months of employment. |
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