

## Job Summary for Graphic and Digital Marketing Officer (full-time – 36 hours)

<b>Team</b>	Marketing
<b>Salary</b>	Starting salary is £32,398.00 with progression up to £34,270.00 per annum (Grade 7, spine points 18 to 20)

### Job Summary

Newham Sixth Form College (NewVic) is London's largest sixth form college. It is a vibrant centre for sixth form education with the great majority of students coming from our local schools in Newham. NewVic's mission: Enhancing lives through excellent education and learning. NewVic's vision: The first choice college for enhancing the lives of students in partnership with parents, employers, and community.

## OUR VALUES AND BEHAVIOURS: ENRICH



### EMPOWERMENT

- Demonstrate trust
- Support self-improvement
- Recognise and reward
- Encourage autonomy

### EMPATHY

- Listen and listen again
- Recognise perceived differences without judgement
- Respect confidentiality
- Show kindness

### RESPECT

- Be inclusive and considerate of all
- Celebrate achievements, effort and diversity
- Be trustworthy, open and reliable
- Challenge inappropriate behaviour



### INTEGRITY

- Say what you do and do what you say
- Communicate openly, honestly and clearly
- Take responsibility for own actions and behaviour
- Demonstrate commitment to college values

### INNOVATION

- Take calculated risks
- Share and learn from others
- Lead and implement Change
- Explore technology and new ideas



### COURAGE

- Never give up
- Demonstrate a can-do attitude
- Be self-evaluative and reflective
- Step forward when others do not
- Challenge effectively and respectfully



### HIGH STANDARDS

- Promote positive behaviours
- Always strive to improve
- Be supportive and challenging
- Give your best
- Demonstrate drive and energy

### Enhance lives through excellent education and learning. Get great prospects for your career.

We want to become the first choice college for enhancing the lives of students in partnership with parents, employers, and community. We need your help to achieve this and to help us to deliver exceptional communication and engagement with students, parents and stakeholders. Along the way, you'll have the support and training you need. We'll help you to be at your best, so we can be at ours.

**What it's like working in our team:**

Every day is different in the Marketing Team - there are always new and exciting challenges to explore. We are constantly exploring new ways to enhance the customer experience. We enjoy working together in the team to meet these challenges and supporting each other to deliver effective new solutions. We are all flexible within our roles, whilst having our specialisms - we are all happy to support a broad range of marketing activities and duties when required. We are always innovative and positive about what we do as we know that we can make a positive difference.

**The benefits you will experience are:**

- Regular opportunities for development with internal and external training courses.
- An inclusive and social working environment.
- Flexible working opportunities.
- A great location with parking close to travel links and Stratford City.
- Internal sports and social club opportunities.

**What we're looking for:**

You must be a dynamic and fantastic team player, possess excellent communication skills and be committed to continually improving services. You must also be motivated by the challenge of delivering significant customer and business benefits across the college.

**Closing date:** 12 noon on Thursday 15 April 2021

**Reference:** OP/21

**Application form:** **For further details, or for an application pack, please visit** <https://www.newvic.ac.uk/jobs> **or email** [jobs@newvic.ac.uk](mailto:jobs@newvic.ac.uk)

Candidates are shortlisted on the basis of their written application and the extent to which they meet the criteria from the person specification. You are also asked to submit a portfolio of your work. You are advised to ensure that you use your supporting statement to indicate the extent to which you meet each of the criteria in the person specification below.

Longlisted candidates will be invited in for a selection day. This is likely to include a briefing, a written assessment and a practical test. After this range of activities has been completed there will be a shortlisting process and selected candidates will have a formal interview with a panel.

## Job Description for Graphic and Digital Marketing Officer

**Reports to:** Head of Marketing & Communication

**Responsible** None

**for:**

### Graphic Design:

- 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
- 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
- Assist in 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
- Ensure website content is accurate and up to date and optimised to ensure
- Assist with email marketing campaigns
- Assist with managing the look and feel of our corporate websites, ensuring they are always compliant with our brand guidelines
- Ensure all design work meets campaign deadlines, and have assets created in a timely manner
- Work closely within the team, to drive alignment of programmes, messaging and customer experience

### Digital Marketing:

- Create and optimise web content and landing pages
- Provide accurate reports and analysis using Google Analytics
- Manage SEO - keyword discovery and optimisation, track, report and analyse
- Maintain and manage tracking pixels, events and behaviour flow across all digital platforms and website
- Optimise and report on digital marketing campaigns
- Optimise website to increase goal conversion rate
- Conduct regular competitor benchmarking
- Develop key areas of website where appropriate

**Such other duties as may from time to time be necessary, compatible with the nature of the post. It should be noted that the above list of main duties and responsibilities is not necessarily a complete statement of the final duties of the post. It is intended to give an overall view of the position and should be taken as guidance only.**

## Person Specification for Graphic and Digital Marketing Officer

You are advised to use your supporting statement to indicate the extent to which you meet each of these criteria

<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>	<b>From application</b>
Relevant degree in marketing or graphic design	X		A
Advanced knowledge and expertise with the Adobe Creative Cloud, (Illustrator, InDesign, Photoshop, PremierPro, AfterEffects)	X		A
Experience of using Google Marketing Platform, (Analytics, Tag Manager)	X		A
Experience of managing and optimising digital marketing campaigns	X		A
Familiarity with UX as a discipline and its role in effective marketing		X	A
Understanding of working with an electronic delivery platform for customer relationship management (CRM)		X	
Experience of contributing positively as a member of a team with the accompanying demands and responsibilities	X		
Demonstrate the ability to work effectively as a member of a team, to high professional standards and tight deadlines	X		
Strong customer and results orientation, with a focus on effective and timely delivery of objectives	X		A

<b>Abilities</b>	<b>Essential</b>	<b>Desirable</b>	<b>From application</b>
Have a creative, imaginative mindset and be self-motivated	X		

Great concept skills with a good eye for composition and colour	X		A
Strong copywriting, editing and proofreading skills	X		A
Highly IT literate with skills including knowledge of a range of packages on PC and Mac	X		A
Excellent communication skills including written English and good telephone manner	X		
Ability to manage multiple projects and priorities, in a fast pace and dynamic environment	X		
Technical knowledge of printing processes and its relations to graphic design	X		

<b>Personal Qualities</b>	<b>Essential</b>	<b>Desirable</b>	<b>From application</b>
Eager to learn new skills and adapt to new approaches	X		
Passionate about digital marketing and social media	X		
Efficient and reliable	X		
Enthusiastic about new and emerging technologies	X		A
Can organise own workload and work independently	X		
Comfortable with working in a team and individually on a discrete portfolio of work	X		
Committed to self-development	X		
Integrity and independence of judgement	X		
Preference for openness and transparency	X		

Comfortable with ambiguity and rapidly changing agendas	<b>X</b>		
Fully committed to contributing to a stimulating learning and working environment, which is supportive and fair, based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable.	<b>X</b>		

## **Other Information**

Health and Safety - all employees must comply with the requirements of the Health and Safety at Work Act 1974 and affiliated regulations. Employees are also required to comply with the college's Health and Safety Policies and take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions. Where the college has a statutory duty with regard to health and safety employees are required to co-operate with the college and its managers and officers so far as is necessary to enable the college to meet that duty. This includes using equipment and substances in accordance with training and instruction and the reporting of serious dangers to your own or others' safety.

The College operates a smoke-free policy and the post-holder is prohibited from smoking in any of the College's buildings, enclosed spaces within the buildings, and College vehicles. Staff will not be released for a break that is specifically for smoking.

Equality – the postholder must be committed to the college's Equality and Diversity Policy and advancing equality through our Equality Objectives.

Performance – the postholder will be required to participate in performance reviews and undertake a plan of training where necessary.

You will be entitled to 23 days' annual leave per annum plus 3 additional days allocated at Christmas.

NewVic supports the professional development of its staff. The strong team culture in the college provides a stimulating environment in which to develop your skills. Development needs are discussed during the appraisal process and there is a generous budget for staff development requests that support team and college objectives.

There is an induction programme for new staff.

Confirmation of appointment is subject to a satisfactory 10 month probation period.

The post holder will be required to adhere to College policies and procedures.

This post is eligible for membership of the Local Government Pension Scheme (LGPS).

In addition to the responsibilities listed above, all employees must be adaptable in their approach and undertake other duties that are commensurate with postholder's level, wherever they may be, to achieve the objectives of the College.

This post is based at Prince Regent Lane but the postholder may be required to visit other establishments or move their base to any other location within the college at a future date.

The post holder will be required to have a clearance from the Disclosure and Barring Services. Criminal convictions will only be taken into account when they are relevant to the post.

We are committed to safeguarding and promoting the welfare of children and young people and expect all staff to share this commitment and participate in statutory training.

- **Useful websites:**

NewVIC

[www.newvic.ac.uk](http://www.newvic.ac.uk)

The college's own website.

Newham Council

[www.newham.gov.uk](http://www.newham.gov.uk)

The website of Newham Council.

<https://www.gov.uk/>

The website for Government services and information

The 2018 Ofsted inspection report on NewVIC

[www.newvic.ac.uk/statutory-information](http://www.newvic.ac.uk/statutory-information)