

# Job Description and Person Specification



## Head of Marketing

<b>Salary:</b>	<b>£43,655pa inclusive</b>
<b>Hours:</b>	<b>36 hours per week</b>
<b>Leave:</b>	<b>35 days per annum plus bank holidays</b>
<b>Reports to:</b>	<b>Executive Director Business Development</b>
<b>Responsible for:</b>	<b>Marketing Officer, Digital Marketing Officer, Marketing Assistant and Graphic Designer</b>
<b>Job purpose:</b>	<b>To lead on marketing and communications for the college. The Head of Marketing will have responsibility for the planning and implementation of the marketing and communications strategy including digital, social media and PR. This is a very broad marketing role across the entire digital and traditional spectrum.</b>
<b>Location:</b>	<b>This post will be based at the Main Campus, Isleworth with occasional attendance at the Skills + Logistics Centre in Feltham.</b>

### The purpose of the post

- To manage the marketing, design and communications office and implement a marketing strategy across digital, social, organic, journalistic, broadcast, onsite and print channels.
- Play a major role in achieving student recruitment targets and other business objectives such as employer engagement.
- To manage and develop the college's website and digital marketing strategy.
- Responsibility for planning and budgetary control of all digital and traditional marketing.
- Develop, promote and maintain a high profile and positive image for the college in west London and beyond.

### Duties & Responsibilities

#### Digital Marketing

- Developing and managing digital marketing campaigns, utilising a range of techniques including paid search, SEO and PPC.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Overseeing the social media strategy for the college.

- Review new technologies and keep the college at the forefront of developments in digital marketing.
- Using web analytics tools and data to support reporting and planning.

### **Graphic Design**

- Manage the in-house Graphic Design team ensuring internal and external print and digital communications are produced to deadlines and within budget.

### **PR and Communications**

- Manage media relations and act as first point of contact for the Media.
- Ensure all college social media platforms are regularly updated, monitored and measured effectively.
- Ensure there is regular communication with key college stakeholders including employers, staff, and alumni.
- Ensure College applicants are ‘kept warm’ through a programme of planned communications, ensuring conversion to enrolment is within target.

### **Publications**

- Review and produce the annual range of printed publications, mainly prospectuses
- Ensure all external course listing information (e.g. Hotcourses, UCAS, etc) is gathered and updated to external deadlines
- Oversee the production and effective and timely distribution of college newsletters, ensuring they are produced to deadline i.e. Alumni e-news, weekly staff bulletin.

### **Events**

- Take the lead on planning, promoting and organising college Open Days and Award Ceremonies and attend these events to ensure their smooth running.
- Manage the schools liaison activities, college visits, tours and taster days.
- Represent the college at internal and external events.
- Assist with the organisation of any other major internal or external college events.

### **Marketing Campaigns**

- Produce an annual Marketing Plan, with appropriate advertising and promotional channels in order to meet the college’s strategic objectives, within budget.
- Plan regular CRM ‘keep warm’ activity with current and potential students as required, including direct mail, email and text messaging campaigns.
- Liaise with relevant managers to co-ordinate ad-hoc marketing activities and campaigns or give marketing advice as required.
- Actively celebrate student success around the college and plan internal campaigns as necessary e.g. to encourage progression, events, positive behaviour etc.
- Analyse and report on the effectiveness of all online and offline advertising and promotional activity and make recommendations for future campaigns.

**Website**

- Take responsibility for the development of the college website, ensuring college information, news stories and course information is accurate and up-to-date.
- Work with the college IT team to ensure the website is fit for purpose.

**Management Responsibilities**

- Plan and implement marketing strategy as agreed by the senior management team.
- Lead the Marketing Team on a day-to-day basis ensuring the smooth running of the marketing operation within the college.
- Line manage the PR & Events Officer, Marketing & Schools Liaison Officer, Senior Graphic Designer and Graphic Designer.
- Manage the administration of the marketing budget.

# **Person Specification**

Please study the items in this person specification carefully and when completing your application form try to describe and demonstrate your knowledge, skills and experience in relation to this person specification.

## **Qualifications**

1. A degree in Marketing or another relevant subject. You should also preferably have (or be prepared to work towards) a professional marketing qualification such as the CIM, CAM or IDM Diploma, or Social Media qualification.
2. Management experience within a marketing environment – preferably within the Further/Higher Education sector or the public or voluntary sector
3. A valid driving licence – preferably, but not essential.

## **Skills and Experience**

1. Digital
  - Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
  - Up-to-date with the latest trends and best practices in online marketing and measurement
  - Experienced in utilizing social media for marketing and PR
2. Website
  - Solid knowledge of website analytics and social media tools.
  - Experience or knowledge of website content management systems
3. Employer Engagement
  - Some experience of B2B marketing and use of CRM systems
4. Practical Leadership
  - Experience of managing an in-house graphic design and marketing team
  - Experience of PR, dealing with the media, advertisers and suppliers
  - Experience of event management (e.g. open days, award ceremonies).
  - The ability and willingness to work occasional evenings and weekends, e.g. for open days and events.
5. Communication
  - Good oral communication skills with the ability to communicate at all levels with staff, students and senior managers and the confidence to speak publicly
  - Excellent creative writing skills with the ability to target a wide range of audiences effectively.
6. Have an awareness and understanding of equal opportunities.
7. Have an awareness and understanding of Safeguarding and Prevent.

## **Equality and Diversity**

West Thames College champions excellence, integrity, equality and respect.

This means we aspire to the highest achievements for our students and the best possible working environment for our staff.

The whole college community - women and men, younger and older, from different, social and ethnic backgrounds, a variety of faiths, cultures and languages, lesbian, gay and straight, disabled and non-disabled – we are all treated with the same respect and entitled to the same chances to succeed.

We champion diversity because we know that a rich mix of people makes the college a more productive and creative place to study and work.

And we champion equality because it is the right thing to do.

**Closing date: 3 January 2022**

**Reference number: 4MAC001**

**Interview date: 12 January 2022**

# Conditions of Service

<b>Contract:</b>	Permanent Full time
<b>Salary:</b>	£43,655pa inclusive The salary offered for this post will be a spot salary on point 6 of the Management Spine scale. Spot salary means there is no entitlement to any incremental pay increase.
<b>Pension:</b>	Staff are entitled to participate in the Local Government Pension Scheme subject to its terms and conditions.
<b>Hours:</b>	36 hours per week
<b>Probation:</b>	Employees who commence their employment between 1 September and 31 May inclusive will be subject to 26 weeks probation before their employment can be confirmed as permanent.  Employees, who commence their employment between 1 June and 31 August, and those with term time only contracts, will be subject to 36 weeks probation period before their employment can be confirmed as permanent.  The extended period of probation is ensure that there is an adequate period of "normal" working during which to provide support and assess an employee's performance.
<b>Disclosure</b>	The post will be offered subject to an enhanced Disclosure satisfactory to West Thames College which will be conducted by the Disclosure and Barring Service.