

Capital City College Group
Job Description and Person Specification

Post:	Marketing Manager; Stakeholders and Influencers
Contract:	Maternity Cover
Hours:	35 per week
Reporting to:	Director of Marketing
Responsible for:	B2B and Stakeholder Marketing and Communications
Grade:	L&M 41

Key Purpose

- To deliver stakeholder and influencer engagement strategies to enhance reputation management including establishing projects, generating engaging content, and gaining buy-in both internally and externally
- To deliver stakeholder and influencer marketing and communications campaigns across key groups: employers, schools, parents/ carers in order to optimize engagement with CCCG, CCCT and its members
- Develop a Student Ambassadorial Scheme to support stakeholder engagement in the community

Main Duties and Responsibilities

- To work closely with the Director of Marketing and the Head of Business Development to develop and successfully deliver stakeholder and influencer engagement strategy and marketing plans for key groups (B2B and influencers)
- Manage stakeholder mapping and prepare marketing and communications for stakeholders, responding to stakeholder enquiries where appropriate
- Work collaboratively with other members of the team and provide briefings and support to teams for meetings and projects with stakeholders
- Attend client-facing meetings, collaborative planning workshops and report to Director of Marketing on progress
- Provide input into weekly/monthly reports

- Develop a Student Ambassador Scheme to further stakeholder engagement in the Groups communities
- Lead stakeholder communications/engagement projects.
- Actively engage with businesses, residents, community groups and the hard to reach including young people.
- Deliver multi-channel communications
- Actively seek opportunities to add value, innovate or achieve cost savings including via sponsorship opportunities
- Use analytics effectively to enhance and marketing information systems (statistics, target market information, competitor research etc.) to facilitate strategic decision making for marcomms and management purposes.
- To lead in the development of a wide range of engaging stakeholder/influencer marketing materials, including news releases, social media content, statements, events reports, feature articles and briefings as well as the production of stakeholder communications activities.
- Support the Director of Marketing in the development of service monitoring and feedback systems and the annual self-assessment review (SAR) and carry out Health and Safety and Risk Assessment for work undertaken.
- To carry out such duties and responsibilities under the Health and Safety at Work Act (etc) 1974 and associated legislation as described in the Groups' Health & Safety policy documents.
- Such other duties commensurate with the grade for the post as may reasonably be required, at the initial place of work or at other locations.
- To participate in cross group activities e.g. open days, enrolment etc.
- To ensure that confidential data or images are held and used in compliance with data protection legislation

Expectations of the Post Holder

- Ensure that the Group's policy for equality of opportunity is adhered to and promoted in all aspects of the post holder's work
- Ensure effective quality control and continuous improvement in all aspects of the work and responsibilities attached to this post, in keeping with the Group's quality assurance procedures and systems
- Ensure that the post holder carries out their responsibility relating to safeguarding and protects and promotes the welfare of children and vulnerable adults
- To comply with and promote Group Health and Safety policies and procedures and to undertake recommended Health and Safety training as and when necessary
- Be committed to professional self-development, through participation in in-service training as necessary for the successful carrying out of the job
- Undertake such other duties as are commensurate with the grade of the post, as may be reasonably required at the initial place of work or at other locations within the Group

N.B. This job description is designed to outline a range of main duties that may be encountered. It is not designed to be an exhaustive listing of tasks and can be varied

in consultation with the post holder in order to reflect changes in the job or the organisation.

Person Specification; Marketing Manager; Stakeholders and Influencers

Criteria	Essential	Desirable	Method of Assessment A – Application Form I – Interview P - Presentation
Qualifications & Experience		Educated to Degree level or equivalent in English or a media, marketing, public relations or graphic design subject	A
		Experience of working in marketing within Further or Higher Education	A/I
	Experience of successfully developing a social networking presence and an excellent awareness of the potential of social networking as a marketing and communications tool		A/I
	Experience of producing copy for PR or marketing purposes		A/I
	Experience of web analytics tools		A/I
Knowledge & Skills		Competence in desktop publishing	A/I

	Thorough knowledge and high standard of competence in Microsoft Office applications (including accurate word processing and databases)		A/I
	Experience of project management and a flexible, adaptable and enthusiastic approach to work, with the ability to prioritise		A/I
	Excellent communication and interpersonal skills. An ability to liaise professionally and with confidence with external bodies, (such as advertisers, designers and printers), staff, students and the public. The ability to liaise with senior colleagues with tact and diplomacy (and persistence when chasing deadlines)		A/I
	A high level of accurate copywriting		A/I
	Willingness to share tasks and responsibilities under pressure		A/I
	Working knowledge of the popular current website design packages		A/I

	(Flash, Dreamweaver etc)		
	Ability to work effectively as a member of a team and autonomously as required		A/I
	Ability to manage and prioritise own workload to ensure deadlines are met		A/I
	Ability to work under pressure		A/I
	Attention to detail and accuracy		A
	An ability to work within and implement the Group's Equal Opportunities Policy		A/I
Personal Attributes	Evidence of commitment to own continuous professional development		A/I
	Able to uphold and behave in accordance with Group values. (Group values are: Respect, Collaboration, Creativity, Opportunity, Aspiration)		
	A professional and flexible approach to work		I
	Ability and willingness to travel and work at all Group campuses		A

	Ability and willingness to participate in Group member activities e.g. enrolment, open days		A
	Commitment to promoting equality and diversity in what we do		A
	Commitment to promoting safeguarding, health and safety and the learner voice		A/I