

Job Description: Marketing Executive

Role Specific

1. To support the Marketing Manager in the in the development and delivery of impactful marketing activity and collateral.
2. Plan, execute, track and measure targeted and creative multichannel marketing campaigns.
3. Manage the Group websites and online communication channels, ensuring all content is accurate and up to date.
4. Work closely with the Events team to support on the delivery of engaging and effective student, staff and stakeholder events.
5. Schedule and publish social media posts according to the campaign calendar, ensuring timely and consistent messaging, while engaging with our online community.
6. Responsible for the production of marketing collateral, including leaflets, posters, podcasts, videos etc.
7. Create and curate engaging written content for social media posts, blog articles, newsletters and other collateral to seek opportunities for audience growth.
8. Analyse campaign activity to ensure effectiveness and to inform future activity.
9. Ensure campaigns deliver maximum impact across the entire customer journey through alignment with the pipeline management process and the Sales & Schools Teams.
10. Ensure creative thinking for all campaigns and projects. Identify key target audiences and define goals, conducting market research to analyse trends and identify opportunities.
11. Work with external agencies to develop targeted multimedia campaigns to meet Group recruitment targets.
12. Serve as a point of contact for all campaign-related inquiries and communications between different teams and stakeholders.
13. Monitor campaign metrics and KPIs to continuously iterate and optimise activity.
14. Work with the Design and Communications colleagues to ensure all collateral produced is innovative and engaging, aligns with the brand strategy, and is driven by the campaign plan.
15. Support the development and delivery of targeted communications materials for all audiences.
16. Support the broader marketing department e.g. with proofing support, other projects and events, as required.
17. Play a key role at team meetings, sharing ideas, best practice and keeping others up to date with delivery.



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College Responsibilities

1. Share the College's Vision, Mission, Values, Behaviours and communicate them effectively
2. Participate in Staff Review and Professional Development activities and be actively involved in the College's culture of high expectation
3. Value diversity and promote equality
4. Engage in marketing activities and liaison with employers and the wider community in line with College strategies
5. Contribute to cross-college events
6. Adhere to College policies and procedures including health and safety
7. Ensure good communication at all levels
8. Be responsible for safeguarding and promoting the welfare of children, young people and/or vulnerable adults
9. Any other duties that the Principal considers appropriate

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Person Specification	Marketing Executive
Qualifications and Attainments	Essential / Desirable
5 GCSEs or equivalent, including Maths and English at Grade C/4 or above	Essential
Relevant degree level qualification	Essential
Professional qualification in Public Relations or Marketing (CIPR or CIM) or working towards (equivalent experience may be considered for the ideal candidate)	Desirable
Training, Experience and Knowledge	
A proven track record of creating/influencing innovative and creative multichannel marketing campaigns	Essential
Proven track record of working with KPIs to analyse and measure effectiveness of activity, and using findings to inform future activity	Essential
Experience of Digital Marketing	Essential
A proven track record of project management capability, keeping yourself on track and accountable	Essential
Excellent writing and proof-reading skills with good attention to detail and broad experience writing for different purposes and audience groups	Essential
Experience of building effective relationships and working as part of a team	Essential
Experience of applicant management in EBS	Desirable
Experience of using WordPress, Hootsuite and Campaign Monitor Systems, as well as Canva and InDesign	Desirable
Experience of working in an education setting	Highly Desirable
Personal Skills and Attitudes	
Possess excellent communication skills, including writing and proof-reading abilities	Essential
A creative thinker with a keen eye for design and messaging	Essential
Be passionate and enthusiastic	Essential
Have a highly responsive, flexible and adaptable attitude, able to prioritise and deprioritise effectively, with excellent organisational skills	Essential

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Ability to multi-task, re-prioritise and juggle conflicting deadlines, and display initiative and be solution-focused	Essential
Excellent IT skills	Essential
Demonstrate a commitment to equality and diversity, customer service and quality assurance	Essential
Demonstrate a commitment to the process of continuous review and improvement	Essential
Suitability to work with children young people and/or vulnerable adults	Essential
Flexible approach to working times in line with the College	Essential
Full UK driving licence and access to a car for business use. Please note the role will involve some travelling, for example, to local businesses, schools and events, as required.	Essential