

**About the Association of Colleges**

At the heart of every community should be a strong and successful college, supporting students, delivering skills, transforming communities, promoting social justice, working with employers, and growing the economy.

Association of Colleges is the national voice for further education, sixth form, tertiary, and specialist colleges in England. We are a not-for-profit membership organisation established by colleges, for colleges. Our members make up almost 95% of the sector - transforming 2.2 million lives each year.

Acting as the collective voice, we represent and promote the interests of colleges, and provide our members with high-quality professional support services, including training, events, and recruitment.

The AoC group also includes: **AoC Services** - supporting all colleges to be great colleges by delivering high quality and cost-effective further education events, training and development, executive recruitment, interim management and strategic consultancy services; **AoC Jobs** - the first and only stop for anybody looking for a new job in further education; **AoC Sport** - leading the development of sport and physical activity in 16+ education; and **AoC Charitable Trust** -promoting the very best in FE with some of the biggest and most respected awards in education, including the AoC Beacon Awards, AoC Gold Awards, and Student of the Year.

**JOB DESCRIPTION**

**Job Title: Digital Customer Success Executive**

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| **Job Purpose:**  To support in the delivery of the digital objectives for both AoC Jobs and Education Recruiter websites. | |
| **Department / Directorate** | AoC Services – Digital Recruitment Team |
| **Business Unit** | Services |
| **Reports To** | Senior Digital Operations Manager |
| **Role Level** | Operations Support | Professional/Specialist | Middle Management | Senior Management/Functional Head | Leadership | Executive |
| **Contract Type** |  |
| **People Management** | **Direct Reports:**  **Indirect Reports:**  *Or state ‘none’ if not applicable* |
| **Monetary and Risk Responsibility** | **Budget:** (specify the amount of monetary responsibility that the post is accountable for, or if the responsibility is indirect, explain the details. This may simply include being responsible for achieving best value for money.)  **Risk Management:** (insert details of risks that this post is responsible for managing; make clear if the post has direct or indirect responsibilities for risk management) |
| **External Key Contacts** |  |
| **Internal Key Contacts** |  |

**Key Accountabilities & Responsibilities**

1. Onboard clients on both on AoC Jobs and Education Recruiter, ensuring that their campaigns are accurately executed and deliver on campaign goals.
2. Monitor and review the effectiveness of client job postings and campaigns on AoC Jobs and Education Recruiter, ensuring that all jobs are profiled correctly and the effectiveness of aggregator marketing campaigns.
3. Provide advice, guidance, and best practice to clients on how to use the system and help with technical issues that may arise.
4. Respond quickly and accurately to our customer (Client or job seeker) enquiries via, social media, email, or telephone. Ensuring that all communication is professional and accurate.
5. Liaise with external technical support team to highlight errors and bugs ensuring these are recorded in Monday.com and are fixed in timely fashion.
6. Support on the continual delivery of the digital marketing plan for AoC Jobs & Education Recruiter.
7. To work with the Senior Digital Operations Manager to ensure that all email communications for AoC Jobs & Education Recruiter are delivered professionally on time and according to the strategy in the digital marketing plan.
8. Design, manage and implement all email communications to all user database lists including candidate customer and recruiter customer communications, including:

* Newsletters
* Targeted Emails
* Recruiter Email Comms
* Recruiter Offers
* Licence Renewals

1. Ensure that brand guidelines are met, and information is delivered in a professional manner.
2. Report on email, job and campaign statistics and provide insights on how things are performing.
3. Ensure that all email marketing lists are well maintained, and users are added/removed according to their preferences and GDPR.
4. Monitor, review and improve the effectiveness of email communications, ensuring that all emails are relevant for specific audiences, increasing engagement and response rates.
5. To ensure that all website content is professionally managed and delivered across AoC Jobs and Education Recruiter, including:
6. Responsible for the monitoring and reviewing the effectiveness of all marketing activities, ensuring that they deliver a good ROI

**PERSON SPECIFICATION**

The following details the essential criteria for the role and how these will be assessed/ measured during the recruitment process. *Key:* A = Application; I = Interview; T = Test

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| --- | --- |
| **Education/ Qualifications/ Professional Bodies** | **Assessment** |
| *The following are examples that should be removed if not essential* |  |
| GCSE English GCSE grade C and above, or equivalent | A |
|  |  |
| **Knowledge, skills, ability and experience** |  |
| An understanding of the principals of online marketing and the marketing of websites, including SEO, SEM, PPC and social media | A / I |
| Proven experience of working in Marketing Environment | A / I |
| Experience with Software/Website CRM systems | A / I |
| Working knowledge and experience in using a variety of marketing software’s including:  Social Media software – Hootsuite, Twitter, Facebook & LinkedIn  Email Marketing Software (SendGrid or similar software) | A / I |
| Knowledge of the Recruitment industry and Recruitment Lifecycle | I |
| Experience in SAAS environment | I |
| Experience in dealing with a wide selection of customers at all levels, through a variety of methods including telephone, email, and social media. | I |
| Experience working in a small team in a high-pressure environment | I |
| Exceptional organisational skills with the ability to prioritise tasks and manage workloads | I |
| Computer confident, good skills and knowledge of Microsoft Word, Outlook, Excel and PowerPoint, and the use of media monitoring services (or the ability to pick them up quickly) | A / I |
| Energy, enthusiasm, and the ability to work under pressure and achieve goals | A / I |
| Can demonstrate an understanding of how websites work and times where they have learnt something new of their own accord. | A / I |
| Demonstrates an interest in Further Education | A |
| Demonstrates commitment to own learning and continuous  improvement through training and development. Eager to learn new things and can demonstrate times when they have improved a product/service through this knew knowledge. | A |
| Strong team ethic and can demonstrate working with others to deliver a project or task under pressure | A/I |
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**Acknowledgement**

This job description has been designed to indicate the general nature and level of the work performance by employees within this post. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications / experience required by employees assigned to the role. These may be subject to future amendments following appropriate consultation.