

JOB DESCRIPTION

Job Title: Communications and Marketing Manager
Grade: PO2 SCP 29-32
Reporting to: Assistant Principal – Student Experience

Purpose of Job:

The role of Communications and Marketing Officer is a new, yet crucial role within the college.

Its focus is to cultivate and strengthen relationships with internal and external stakeholders across the city region and beyond through effective communication via, the website, the media, social media, marketing collateral including, video, email and printed materials including our prospectuses, as well as through events and personal contact.

Specifically, the post holder will need to manage the College's website, social media and any electronic or printed publications. As such, project management and organisational skills are crucial for this role, along with an ability to devise multi-channel communication strategies.

The post holder will be expected to work with The GORSE Academies Trust Head of Communication to assess and evaluate our current communication methods and introduce new and more effective techniques to engage with our stakeholders through the use of digital channels. A strong interest in digital marketing is therefore essential.

The post holder will be creative and proactive and be comfortable interacting with students and other stakeholders. In all dealings, a positive, professional, efficient and friendly manner is essential in order to maximise the opportunities available for promoting the college in a positive and vibrant way. The post holder will have excellent written and oral communication skills and attention to detail in written material.

The Communications and Marketing Officer will attend key College events as part of their information and news-gathering role and may be required to assist with some of the organisational activities. This post is a new role within the college. Therefore it is essential that the post holder is able to use their initiative and demonstrate self-direction whilst working closely with the trust's Head of Communications and a member of the senior leadership team responsible for Student Experience. A collaborative approach to working will be essential to the successful achievement of the college's communication and marketing goals.

Role Responsibilities

Strategic Planning:

- Work alongside the Senior Leadership Team to develop a:
 - Marketing Strategy
 - Communications Strategy
 - Growth Strategy
 - Partnership Strategy

Digital Marketing & Social Media:

- Develop short, medium and long-term strategies to further enhance the college's website.
- Manage, regularly update the college website.

- Work with colleagues within the Trust and external agencies to ensure that platforms continue to evolve, provide a positive user experience and ensure a strong brand presence online.
- Develop a short, medium and long-term social networking strategy to ensure that the college's brand communicated effectively and fosters strong relationships with our stakeholders.
- Regularly update social networking sites such as Facebook, Twitter and Instagram to foster stronger relations with our stakeholders. Ensure timely content updates so that 'live' information is accurate, engaging and in line with campaign priorities.
- Work alongside senior leaders to develop a growth strategy that promotes the college's admissions activities to prospective students through a range of channels.
- Maintain high attention to detail and information accuracy and ensure that Brand consistency and messaging is adhered to.
- Produce metric reports to analyse the effectiveness of our digital communications strategy and strengthen areas of relative underperformance.

Marketing and Development of Marketing Collateral:

- Develop a marketing strategy that promotes internal and external college events such as open events, trips, speakers, parental engagement evenings, extracurricular events.
- Ensure the effective implementation of the marketing strategy, taking responsibility for coordinating timely and effective advertising schedules across various media platforms (including press, radio, digital and outdoor).
- Work with key media suppliers so that media bookings are targeted, timely and value for money.
- Work with external suppliers to support with the development of key video projects, ensuring content planning is in line with brand goals, promotes key messages and project deadlines are met. Ensure effective sharing of video content online through all channels to maximise their use as a key promotional tool.
- Build strong relationships with external partners, including advertising and media suppliers, to ensure that the College receives value for money, communications are effective and opportunities for added value are actively sought.
- Support with appropriate market research and evaluation to help inform our marketing planning, review competitor analysis and develop our brands.
- Develop a growth strategy alongside senior leaders so that the college remain financially sustainable.
- Maintain mailing lists with new enquirers/ data to ensure that communications to these audiences are targeted and accurate, and the data is clean and relevant.
- Ensure appropriate content and design briefs and that deadlines are met.

Additional Duties:

- Design and manage a communications schedule in order to develop a consistent and logical strategy for all our communications, including key documentation such as the college prospectus.
- Attend college events, acting as an ambassador of the college
- Undertake other reasonable duties deemed necessary for the efficient functioning of the student experience under the guidance of the Assistant Principal (Student Experience)

College Responsibilities:

- Share the College's vision, values, behaviours and communicate them effectively.
- Participate in staff appraisal and professional development activities and be actively involved in the college's culture of high expectation.
- Value diversity and promote equality.
- Engage in marketing activities and liaison with employers, partners and the wider community in line with college strategies.
- Contribute to cross-college events.
- Ensure good communication at all levels.

- Be responsible for safeguarding and promoting the welfare of children, young people and/or vulnerable adults.
- Any other duties that the Principal considers appropriate.

Personal Responsibilities:

- Hold positive values and attitudes and adopt high standards of professional conduct.
- Carry out the duties and responsibilities of the post, in accordance with the Trust's Health and Safety Policy and relevant Health and Safety Guidance and Legislation.
- Form positive professional relationships, and work in partnership with colleagues throughout the Trust.
- To willingly engage with training as required by the academy.
- Treat all aspects of the role with the strictest confidentiality.
- Be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality, equality and diversity and data protection, reporting all concerns to an appropriate person.

Any Special Conditions of Service:

- The post is subject to a satisfactory enhanced DBS background check, relevant right to work documentation, suitable references and a six -month probationary period
- Occasionally there may be a requirement to work off-site and undertake work outside normal office hours, on occasions, in order to meet the variable nature of workloads and deadlines and to support college events.
- Contribution to the overall ethos/work/aims of the Trust.
- The Trust operates a No Smoking Policy.

The college is committed to safeguarding the welfare of children and expect all staff and volunteers to share this commitment. The successful candidate will be subject to full employment checks, including an enhanced DBS disclosure and barring service check. We promote diversity and aim to establish a workforce that reflects the population of Leeds.

Employment is conditional on confirmation of the right to work in the UK – either as a UK or Irish citizen, under the EU Settlement scheme or having secured any other relevant work visa.

Please note that, as a sponsor licence holder, we only provide sponsorship for teacher vacancies.

**Person Specification
Communications and Marketing Manager**

Attribute	Essential	Desirable	How Identified
Qualifications	<ul style="list-style-type: none"> • Relevant degree level qualification or equivalent professional experience • Full UK driving license 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. 	<ul style="list-style-type: none"> • A member of the CIM or CIPR 	<ul style="list-style-type: none"> • Application • References
Knowledge and Skills	<ul style="list-style-type: none"> • A broad understanding of digital marketing to include social media and digital communications • Good knowledge of Wordpress website content management system • Excellent writing and proof-reading skills with good attention to detail • Strong networking and negotiating skills 	<ul style="list-style-type: none"> • A good understanding of Elliott Hudson College and its product offer • Good local media contacts and networks 	<ul style="list-style-type: none"> • Application • References • Interview
Experience	<ul style="list-style-type: none"> • Experience of coordinating multi-channel marketing and delivery for different audience groups • A proven track record of innovative approaches to marketing/communications 	<ul style="list-style-type: none"> • Experience of liaising with the media for both PR and advertising and of building effective relationships to enhance delivery • Experience of B2C marketing • Experience working in an education setting • Event coordination experience 	<ul style="list-style-type: none"> • Application • References • Interview
Personal Qualities	<ul style="list-style-type: none"> • Possess excellent communication skills • Possess the ability to positively influence others and effective delegation skills 		<ul style="list-style-type: none"> • Application • References • Interview

	<ul style="list-style-type: none"> • Have a highly responsive, flexible and adaptable attitude • Excellent organisational skills • Ability to multi-task and meet deadlines • Display initiative, be positive and enthusiastic • Excellent IT skills • Demonstrate a commitment to equality and diversity, customer service and quality assurance • Be a team player • Suitability to work with children young people and/or vulnerable adults • Flexible approach to working times in line with the College 		
Continuous Professional Development	<ul style="list-style-type: none"> • Evidence of commitment to Continuing Professional Development 		
Other Conditions	<ul style="list-style-type: none"> • Enhanced DBS Clearance 		

We are committed to safeguarding the welfare of children and expect all staff and volunteers to share this commitment. The successful candidate will be subject to full employment checks, including an enhanced DBS disclosure and barring service check. We promote diversity and aim to establish a workforce that reflects the population of Leeds.

Employment is conditional on confirmation of the right to work in the UK – either as a UK or Irish citizen, under the EU Settlement scheme or having secured any other relevant work visa.

Please note that, as a sponsor licence holder, we only provide sponsorship for teacher vacancies.