

## **Marketing Officer**

**Salary:** £26,536 - £30,733 Per Annum (permanent, pro-rata for part-time 0.6 FTE)

**Start Date:** September 2022

## **Job Description**

The Marketing Officer will work across the UTCs within the Trust, you will have the lead responsibility for activities aimed at recruiting students to all the UTCs, along with maintaining effective communications with key stakeholders - including employers. Reporting to the Business & Operations Director (B&OD) and working closely with local Principals they will make a significant contribution to the Trust to attract and recruit students and build the reputation of the UTCs. Utilising strong people management, creative and organisational skills to ensure the effective delivery of a variety of open evenings, recruitment activities and events, to co-ordinate and produce marketing materials (both online and printed) through collaboration with internal colleagues and external providers to ensure web and social media communications are working effectively to drive student recruitment. The post holder will be responsible for designing and delivering marketing campaigns, both directly and working with external providers, such as web design and PR. The post holder must have a flexible approach to work, as out of hours working will occasionally be required in support of open evenings and other events.

## **Main Duties and Responsibilities**

- Reporting to the B&OD and working with local Principals, take the lead on UTC student recruitment, to recruit students in line with targets across all UTCs in the Trust.
- Provide specialist advice, guidance and support on student recruitment and marketing matters with particular emphasis on market insight/intelligence in liaison with appropriate staff.
- Promotion of the Trust and individual UTCs and all of its taught courses across a range of channels, including online content, printed marketing materials, open days, events and conferences, liaising with internal colleagues and external providers as appropriate and to ensure relevant information is kept up to date. This ranges from a prospective student's initial enquiry through to admission to the UTC in liaison with local UTC teams and will include both direct delivery of marketing services and working with external providers.
- Manage, deliver and evaluation an annual calendar of marketing and recruitment activities and research events within the Trust and UTCs.
- Participate at and provide reports to committee meetings as required within the UTCs and ensure the adoption of best practice to improve effectiveness of marketing and recruitment activities at UTC level.
- Maintain awareness of the UTC /School /College marketplace and in particular the position of the UTCs in relation to its direct competitor institutions keeping up to date with developments and best practise.
- Work with the B&OD to plan and monitor budgets for marketing and recruitment activity.
- Keep the Trust and individual UTC web-sites up to date and compliant.
- Develop and maintain effective relationships and networks at Trust and UTC level and with wider networks, i.e. BDT, Principals to ensure that the UTC activities align to the priorities and support marketing and communications campaigns; and all marketing and communications activities delivers value for money along with an effective return on investment.

- Act as the Trusts brand ambassador and custodian, driving appropriate use of brand values and visual identity in the UTCs by ensuring accurate and consistent representation within the brand guidelines.
- Ensure employers are updated on activities and opportunities within the UTCs via a variety of methods e.g. newsletters, profiles, linking to the regional Chambers of Commerce and Industry.
- Supporting the employer activities at the UTCs i.e. mentoring and projects
- As a member of staff you will be expected to demonstrate a commitment to the professional behaviours set out in the staff handbook.

## **GENERAL:**

This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and it's grading.

The UTC has approved a policy on Equal Opportunities in Employment and copies are freely available to all employees.

All employees have the responsibility to:

- Ensure any documentation produced is to a high standard and is in line with the corporate branding.
- Be aware and comply with policies and procedures relating to Safeguarding, child protection, health, safety and security, confidentiality and data protection, reporting all concerns to the appropriate person.
- All staff are responsible for the implementation of the Health and Safety Policy as far as it affects them, colleagues and others who may be affected by their work.
- Participate in training and other learning activities as required.
- Support UTC activities including assemblies, attending appropriate UTC events as directed.
- Any other duties deemed reasonable, as directed by the Principal.
- Participate in the UTC's Performance Management / Appraisal process.
- Provide appropriate guidance and supervision and assist in the training and development of staff as appropriate.
- Promote the area of responsibility within the UTC and beyond.
- Represent the UTC at events as appropriate.
- Support and promote the UTC ethos.

## Person Specification

You should provide evidence in your application that you meet the following criteria. We will use a range of selection methods to measure your abilities in these areas including reviewing your online application, seeking references, inviting shortlisted candidates to interview and other forms of assessment relevant to the post.

	Criteria	Essential	Desirable
1	Educated to degree level (or equivalent experience / qualifications).	<b>X</b>	
2	Proven experience of interpreting, planning, delivering and evaluation strategic marketing activities in a complex environment.	<b>X</b>	
3	Experience of creating, managing and delivering marketing materials across a range of media, including online communications such as web content and social media.	<b>X</b>	
4	Chartered Marketeer or communications qualification at undergraduate level or above (or equivalent experience).		<b>X</b>
5	Experience of effective and success working independently; as part of a team; and in collaboration with a wide range of colleagues.	<b>X</b>	
6	Experience of organising and delivering events for internal and external participants.	<b>X</b>	
7	Knowledge and understanding of the education sector, particularly in relation to recruitment and admission of students.		<b>X</b>
8	Experience of planning and evaluating marketing activities including using and interpreting data analytics to target campaigns and measure impact.	<b>X</b>	
9	Experience of developing and maintaining a network of contacts through own work area and establishing productive external relationships.	<b>X</b>	
10	Excellent IT skills including knowledge of Google applications, Microsoft Office, email and internet.	<b>X</b>	
11	Experience of interpreting student recruitment reports and data, and using data to plan activity.		<b>X</b>
12	Flexible and positive approach to work – out of hours working will occasionally be required in support of Open Evenings and other events.	<b>X</b>	