

Role Description

Business Area

Marketing and Communications

Job Title

Marketing Officer

Salary Scale

BS4 – Fixed point 28

£25,563 per annum

Location

Middleton Campus

Accountable to

Head of Communications & Marketing

Hours of Duty

36 Hours per week

Special working conditions

The post holder must be prepared to work in the evening and at weekends at both campuses to support the delivery of all marketing events.

Purpose

The primary purpose of this role is to assist in the planning, development and delivery of our innovative college and student recruitment marketing service. The successful candidate would play a significant part in achieving marketing objectives and proactively investigate opportunities, devising and delivering high quality, multi-channel marketing campaigns and monitoring impact. Working with the existing Marketing Team, the post-holder will also be required to support the delivery of presentations to external audiences (eg: in schools and community settings) and support the delivery of key recruitment events to ensure that the college’s recruitment targets are met.

Duties

1. To produce high quality marketing collateral for recruitment events and activities and for marketing courses to our key audiences across school leavers, university centre, apprenticeships and adult learning.
2. To assist in generating engaging content for campaigns and for college publications.
3. To recognise and respond quickly to student recruitment marketing opportunities.
4. To demonstrably contribute to the planning, organisation and delivery of internal and external college events to maximise student recruitment.
5. To plan and deliver presentations on the learning opportunities at Hopwood Hall College.
6. To actively support the Head of Communications & Marketing to deliver all aspects of the College Marketing Strategy.
7. To take an active part in all College marketing activities including updating the college website and social channels.
8. To seek new opportunities to market the college and recruit students.
9. To be familiar with college learner data systems.
10. To assist on the production of high quality marketing collateral for recruitment activities and for course for all study areas at all levels.
11. To develop administrative processes to maximise efficiency, productivity and impact of the team
12. To be the first point of contact for marketing requests, fielding calls or acting as ‘gate keeper’ for the team
13. To act as a Brand Ambassador providing advice and guidance ensuring brand consistency on all college marketing collateral
14. To develop excellent relationships with all internal and external stakeholders
15. To carry out regular benchmarking of competitor marketing activity and report on this.
16. To work with departments across the college to proactively generate new and engaging copy.
17. To provide a proof reading service for all collateral.
18. To write copy and create content for different target audiences with clear call to actions.
19. To schedule content on social channels.
20. To update internal screen content.
21. To take an active interest in best practice and new and innovative ways Marketing can improve its reach or service.
22. To maintain an understanding of legislation such as GDPR.
23. To assist in the collation and submission of reporting content.
24. Ensure continuous development and improvement of personal professional knowledge.
25. Any other duties of a similar level of responsibility as may be required.

All staff are responsible for:

**Children & Vulnerable Adults:** safeguarding and promoting the welfare of children and vulnerable adults

**Equipment & Materials**

**Health / Safety / Welfare:** the health and safety and welfare of all employees, students and visitors under their control in accordance with Hopwood Hall College’s safety policy statements

**Equal Opportunities:** performing their duties in accordance with Hopwood Hall College’s Single Equality Scheme

Revisions and updates

This role description will be reviewed and amended on an on-going basis in line with organisational needs, with consultation with trade unions where required.

Person Profile

Qualifications

Essential Criteria

* Educated to a minimum of level three qualification.
* Minimum of level two English qualification.

**How Identified**: Application

Desirable criteria: Degree in Marketing or English or Multi-Media Journalism

**How Identified**: Application

Experience

Essential Criteria

* Copywriting experience/experience of undertaking projects involving significant written content.
* Experience of organising and delivering events
* Experience of presenting to diverse audiences.

**How Identified**: Application/Interview

Specialist Knowledge

Essential Criteria

* Knowledge of the issues affecting young people in education
* Knowledge and understanding of the college business (e.g. structure, curriculum).
* Ability to work with learners of all ages and understand the issues facing different groups of learners.
* Good knowledge of social media channels

**How Identified**: Application/Interview

IT Skills

* Advanced user of Microsoft applications
* Ability to use technology to generate information and improve efficiency
* Familiarity with content management systems

Competencies

**Read this criteria in conjunction with the College Competency Framework – available on the intranet/internet.**

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| **1. Leading and Deciding** | |
| 1.1 Deciding and initiating action | **Essential** |
| 1.2 Leading and supervising | **Less Relevant** |

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| **2. Supporting and Co-operating** | |
| 2.1 Working with people | **Essential** |
| 2.2 Adhering to principles and values | **Essential** |

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| **3. Interacting and Presenting** | |
| 3.1 Relating and networking | **Essential** |
| 3.2 Persuading and influencing | **Essential** |
| 3.3 Presenting and communicating | **Essential** |

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| **4. Analysing and Interpreting** | |
| 4.1 Writing and reporting | **Essential** |
| 4.2 Applying expertise and technology | **Essential** |
| 4.3 Analysing | **Desirable** |

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| **5. Creating and Conceptualising** | |
| 5.1 Learning and researching | **Essential** |
| 5.2 Creating and innovating | **Essential** |
| 5.3 Formulating strategies and concepts | **Less Relevant** |

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| **6. Organising and Executing** | |
| 6.1 Planning and organising | **Desirable** |
| 6.2 Developing results and meeting customer expectations | **Essential** |
| 6.3 Following instructions and procedures | **Essential** |

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| **7. Adapting and Coping** | |
| 7.1 Adapting and responding to change | **Essential** |
| 7.2 Coping with pressures and setbacks | **Essential** |

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| **8. Enterprising and Performing** | |
| 8.1 Achieving personal work goals and objectives | **Essential** |
| 8.2 Entrepreneurial and commercial thinking | **Desirable** |

Hopwood Hall College is committed to guarantee an interview to people with disabilities who meet the minimum essential criteria for a vacancy and to consider them on their abilities.