

JOB DESCRIPTION

Post: Marketing Manager

Responsible To: Group Head of Marketing and Student Recruitment

Summary of Post:

To support the EKC Group Head of Marketing and Student Recruitment with the planning and implementation of a range of marketing activities which raise the profile of the Group, define target audiences, and achieve targeted learner recruitment in each area of provision.

You will demonstrate high levels of professionalism, a clear sense of aesthetic principles and hands-on experience with web analytics tools to turn creative ideas into highly effective marketing projects; maintaining a strong and consistent Group brand through a wide range of online and offline marketing channels.

Specific Duties:

1. Inform and implement the Group's Marketing and Recruitment Strategy and deploy successful marketing campaigns from ideation to execution.
2. Work with the Schools and Events Manager to ensure a cohesive approach is taken to delivering the objectives of the Marketing and Recruitment Strategy; ensuring value for money, clarity of message and protection of the Group's brand.
3. To lead and develop the Marketing team, ensuring clarity of accountability and line managing and motivating staff through the Group's performance and development process.
4. Experimenting with various organic and paid acquisition channels
5. Develop strategies and tactics to increase exposure to targeted audiences.
6. Manage and create appropriate content for a variety of channels, ensuring the Group is communicating the right messaging to attract each target audience.
7. Coordinate the commissioning, writing, editing and proof reading of internal and external publications, leaflets and promotional materials
8. Measure and report on the performance of marketing campaigns, gain insight and assess against goals. Evaluating and improving marketing campaigns with possible solutions to fit within budgetary constraints.
9. To lead on the development of internal and external campaigns that support student recruitment and progression.

10. Co-ordinate and ensure promotion of the College's brand values, brand consistency and compliance usage policies across the College.
11. Update leadership on the progress of marketing activities and reporting on the results of campaigns.
12. Provide up to date market analysis, web analytics and social media impact reports and support the provision of timely LMI and market research information.
13. Lead market research efforts to uncover the viability of current and potential curriculum offers or services.
14. Ensure effective internal communications between the marketing team and wider Group staff teams and collaborate with external media organizations and agencies to increase exposure.
15. To work flexibly, sometimes outside of normal working hours, and be prepared to travel across the region to represent EKC Group.

General Duties and Responsibilities:

1. To participate in the staff support & development scheme and to undertake training based on individual and service needs.
2. To take a lead in creating or to promote a positive, inclusive ethos that challenges discrimination and promotes equality and diversity.
3. To comply with legislative requirements and College policies and guidelines in respect to health & safety and data protection.
4. To demonstrate positive personal and professional behavior as specified in the Staff Code of Conduct.
5. To undertake continuing professional development to support our culture of continuous improvement.
6. To partake in quality assurance systems.
7. To meet minimum relevant occupational standards.
8. To keep up to date with the skills required to fulfil the role.
9. To undertake any other duties commensurate with grade as may be reasonably requested.
10. You will be responsible for protecting staff and learners from all preventable harm as per Safeguarding procedures.

Please note:

This job description is a guide to the work you will initially be required to undertake. It summarises the main aspects of the job but does not cover all the duties that the job holder may have to perform. It may be changed from time to time to meet changing

circumstances.

It does not form part of your contract of employment and as your experience grows, you will be expected to broaden your tasks, suggest improvements, solve problems and enhance the effectiveness of the role.

	PERSON SPECIFICATION	Application	Interview	Shortlisting Weighting
Skills				
1.	Excellent co-ordination, communication, organisational and time management skills, working to tight timescales and effectively manage pressure.	✓	✓	6
2.	Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets, with an ability to collate and present reports that inform internal and external stakeholders at all levels and roles	✓	✓	4
3.	Ability to liaise and communicate effectively at all levels with a range of organisations and individuals	✓	✓	4
4.	Actively contribute to the College's Safeguarding and PREVENT practice, procedures, culture and ethos	✓	✓	6
Experience				
5.	Demonstrable experience in marketing together with the potential and attitude required to continually learn.	✓	✓	6
6.	Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate	✓	✓	6
7.	Experience of leading, motivating and developing a team, ensuring clarity and accountability.	✓	✓	4
8.	Experience of developing and adjusting marketing campaigns and strategies as needed in response to collected data and other feedback.	✓	✓	6
9.	Solid knowledge of website analytics tools and optimisation.	✓	✓	4
Education				
10.	Maths Level 2 (e.g. equivalent to GCSE grade C / 4 or above)	✓		4
11.	English Level 2 (e.g., equivalent to GCSE grade C / 4 or above)	✓		4
12.	Professional Marketing qualification at level 4 or higher	✓		4

Advice to candidates

This post is subject to an enhanced disclosure from the Disclosure and Barring Service.

In completing your application please draw attention to the extent to which you meet each of the criteria in the person specification marked as being assessed at application stage. Please use examples of where you have demonstrated the criteria with as much detail as possible to assist in the shortlisting process.

The shortlisting weighting indicates which criteria are the most important to the recruiting manager:

- 6** Minimum/critical - criteria which is essential for the role i.e. it would be extremely difficult for the person to carry out the role without already having these essential skills, experiences or qualifications.
- 4** Important - criteria that would be significant to the candidate being successful in the role. These may be skills, experiences or qualifications that have substantial meaning for the role but could be supported or taught on the job.
- 2** Other relevant - It would be great if the candidate had, but is not expected to be shortlisted.

Failure to meet all of the minimum/critical criteria would not necessarily preclude your application. Consideration will be given to experience and life skills. Continual Professional Development will be supported and encouraged.

Please be aware should we have a large number of applications for any of our roles we may complete the shortlisting of candidates based on the minimum/critical criteria only.