



## Job Description

**Post:** Marketing Officer

**Reports To:** Marketing Manager

### Summary of Post:

With the Marketing Manager, the Officer will plan and oversee key aspects of the Group's marketing activities and campaigns; ensuring that all marketing operations are successful in meeting the goals set by management. An Officer will demonstrate professionalism and a great enthusiasm for all things marketing with excellent knowledge of relevant techniques and principles and a clear desire keep ahead of new developments; to learn and continually enhance their practice.

### Specific Duties and Responsibilities:

Because the marketing officer role is so diverse and interesting, depending on the balance of knowledge and skills in the team at any time, a marketing officer can be responsible for many diverse activities, such as (but not restricted to):

- Website management.
- Social media campaigns and optimisation.
- Copywriting and content creation/management.
- Data analytics.
- PR and corporate communications.

As such, the duties below are not exhaustive but outline key actions that will be undertaken by a team of Marketing Officers under the direction of the EKC Group Head of Marketing and Student Recruitment; deployed and continuously developed by the Marketing Manager.

1. Support the Marketing Manager in overseeing the department's operations and objectives.
2. Develop a wide range of digital and printed content in collaboration with colleagues from across the Group.
3. Organise and attend marketing activities and events to increase exposure and raise brand awareness.
4. Ensure that high quality campaigns and ventures are seen through to completion and are evaluated for their success using various metrics; offering insights into future improvements and approaches.



5. Conduct market research activities to identify opportunities.
6. To carry out such other appropriate duties as may be required within the grading level of the post and competence of the post holder.
7. To travel to Group and external providers or event sites to when undertaking this job role.
8. 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.

	EMPLOYEE SPECIFICATION	Application	Interview	Shortlisting Weighting
<b>Skills and Experience</b>				
1.	Proven experience as marketing officer or similar creative role, with a commitment to continuous professional development.	✓	✓	6
2.	Excellent written skills, with a demonstrable ability to write compelling copy at pace, with a high degree of accuracy.		✓	4
3.	A highly effective and outstanding communicator with clear interpersonal abilities, who can engage at all levels of the organisation, and with external stakeholders.	✓	✓	6
4.	Solid knowledge of marketing practices and principles, including a thorough understanding of social media and web analytics.	✓	✓	4
5.	Good understanding of market research techniques, statistical and data analysis methods.		✓	4
6.	The ability to work independently with excellent organizational and multi-tasking skills	✓	✓	6
7.	A team player with a customer-oriented approach	✓	✓	4
8.	Actively contribute to the College's Safeguarding practice, procedures, culture and ethos		✓	6
9.	A clean UK driving license is desirable.	✓		4
<b>Education</b>				
1.	Maths Level 2 (e.g. equivalent to GCSE grade C / 4 or above)	✓		4
2.	English Level 2 (e.g. equivalent to GCSE grade C / 4 or above)	✓		4
3.	Professional Creative or 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 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.