Logo

Description automatically generated

**Job Description**

**Senior Marketing Content Executive**

Title of Post: Senior Marketing Content Executive

Section: Marketing, Communications and Brand

Reporting to: Assistant Director of Marketing

Hours: 36 hours per week, 52 weeks per year

Grade: Scale PO2

Location: Uxbridge College, with willingness and ability to travel to other college sites at Richmond and Harrow when required

**Main purpose of post**

The Senior Marketing Content Executive will lead the development of marketing activity which delivers high levels of engagement and supports student enrolment targets. Responsibilities cover the planning and implementing of a full range of marketing and communications activities for Harrow College, and Uxbridge College. The postholder will also contribute to the wider development of inspiring marketing campaigns and collateral for the HRUC group. They will work with the Assistant Director of Marketing and Marketing Content Executive, Richmond to explore opportunities to continuously improve the effectiveness of the department. In addition, perform the role of a Team Leader for all marketing content roles across HRUC.

**DUTIES SPECIFIC TO THE POST:**

The principal duties are as described below but are not limited to this list:

1. Research:
2. Conduct research and establish customer needs in conjunction with the Heads of Schools and Service Area Leads.
3. Identify target audiences and ways to develop appropriate marketing output.
4. Planning:
5. Raise the profile of Harrow College, and Uxbridge College through external marketing, communications and events.
6. Develop marketing materials and craft social media posts to help demonstrate the college’s courses, curriculum, and career opportunities.
7. Obtain quotes, negotiate, and purchase marketing and printed products and services.
8. Plan engaging marketing campaigns, events and internal/ external communications.
9. Deliver measurable objectives for all activities to determine return on investment.
10. Attend meetings and establish actions and responsibilities as appropriate.
11. Implementation:
12. Support the implementation of effective marketing plans.
13. Ensure that any tactical activity by the internal curriculum and service areas meets Corporate Guidelines and a consistent message and image of the College is provided.
14. Create visually exciting content for a range of digital channels and contribute to regular updates of information on internal and external social media.
15. Assist with the production of photographs and work with our digital producer video as necessary to create powerful visual storytelling to support the colleges and HRUC.
16. Book advertising space according to marketing plan and campaign schedule, write copy, proof adverts.
17. To work effectively with the Marketing Content Executive, Richmond to identify opportunities for value for money and efficiencies in our cross-college marketing campaigns.
18. To work effectively with the Marketing Content Executive, Richmond to ensure there is cohesion in the delivery of joint marketing campaigns.
19. To provide marketing cover for Richmond upon Thames College where required
20. To ensure there is evaluation of marketing campaigns for the colleges; ensure this is shared with curriculum colleagues and senior leaders.
21. Work with the Website Manager to ensure marketing campaigns are tracked and successfully drive online engagement to Harrow College, and Uxbridge College websites.
22. Source and utilise databases with periodic data cleansing required.
23. Deliver Marketing materials and other printed media to planned distribution lists.
24. Work with the Graphic Designers and Assistant Director of Marketing on creative concepts and the provision of marketing materials for internal and external communications.
25. Work effectively with digital agencies to ensure our digital and printed materials protect and enhance the colleges, and HRUC brands.
26. Ensure the marketing and brand activity is reflected in vibrant welcome spaces, signage and digital activity, working in partnership with our facilities team. In addition, assist with regular update of internal displays.
27. Write and edit copy, ensuring style and accuracy for various websites via CMS.
28. Schedule and manage photoshoots for promotional material (e.g. organise models, schedule locations and produce profile copy)
29. Produce regular newsletters and communications using email tool (e.g. Dotdigital).
30. Update offer and profile information for intermediary sites/magazines.
31. Provide marketing support to internal and external events, e.g. Apprenticeship Week, open evenings and school events as appropriate.
32. Evaluation/Monitoring:
33. Monitor and report on advertising effectiveness.
34. Working closely with our Assistant Director Marketing to build engaging content for the Harrow and Uxbridge College websites to ensure they engage with the College’s target market.
35. Monitor social media and respond to comments and posts.
36. Conduct appropriate post-activity evaluations.
37. Keep accurate record of quotes, invoicing and spend against account codes.
38. Quality:
39. To ensure College Quality Policy and Procedures including Equal Opportunities Policy are effectively implemented within the College.
40. To assist in promoting and maintaining links with relevant professional bodies, and other institutions.

**Safeguarding Children and Vulnerable adults**

* Understand and comply with Safeguarding legislation and ensure that best practice is embedded in all working practices as required.
* Commitment to Safeguarding and promoting the welfare of children and vulnerable adults, ensuring that this commitment is demonstrated in all aspects of the role as appropriate.

General Duties:

1. Promote high quality, efficiency and effectiveness of our marketing content.
2. Attend meetings, events, briefings and conferences as required from time to time at HRUC locations and elsewhere and undertake appropriate staff development.
3. Participate in staff development activities, staff conferences and the College appraisal system.
4. Participate in Open Events and other College events as required, ensure appropriate and inspiring marketing materials support the event.
5. Work closely with colleagues to promote a corporate approach to the organisation and management of the College.
6. Promote a positive image of the Colleges and HRUC in the local community.
7. Assist with the promotion, supervision, management, and administration of such College activities as may be required from time to time.
8. Demonstrate a commitment to promoting and safeguarding the welfare of children, young persons and vulnerable adults in line with College Policy, which expects all staff and volunteers to share this commitment.
9. Carry out any other such duties as may reasonably be required by the Assistant Director of Marketing.

**Safeguarding Children and Vulnerable adults**

* Understand and comply with Safeguarding legislation and ensure that best practice is embedded in all working practices as required.
* Commitment to Safeguarding and promoting the welfare of children and vulnerable adults, ensuring that this commitment is demonstrated in all aspects of the role as appropriate

**Further Education is an ever-changing service and all staff are expected to participate constructively in College activities and to adopt a flexible approach to their work. This job description will be reviewed annually during the appraisal process and will be varied in the light of the business needs of the College.**

**Senior Marketing Content Executive**

**Person Specification**

|  |  |  |  |
| --- | --- | --- | --- |
| **Qualifications** | Essential | Desirable | How Assessed\* |
| * Degree level or other appropriate professional qualification | **ü** |  | AF/Cert |
| * Marketing qualification or willing to work towards qualification | **ü** |  | AF/Cert, IV |
| **Knowledge, Skills and Experience** |  |  |  |
| * Minimum 4 years’ relevant marketing experience | **ü** |  | AF, IV |
| * An ability to lead, plan, prioritise and meet deadlines | **ü** |  | AF, IV |
| * Strong communication, interpersonal and customer service skills | **ü** |  | AF, IV |
| * Experience of leading successful marketing campaigns | **ü** |  | AF, IV |
| * Excellent copy writing skills and ability to write for varied audiences | **ü** |  | AF, IV |
| * Experience of leading/supervising a team, including mentoring and coaching others | **ü** |  | AF, IV |
| * Experience of creating and embedding consistency within a department | **ü** |  | AF, IV |
| * Event management experience | **ü** |  | AF, IV |
| * Excellent IT Skills | **ü** |  | AF |
| * Digital and social media skills | **ü** |  | AF, IV |
| * Experience of working within industry and understanding business environment |  | **ü** | AF, IV |
| * Internet and website management and analysis experience |  | **ü** | AF, IV |
| * An ability to drive continuous improvements within a Marketing department | **ü** |  | AF, IV |
| * An understanding of education sector |  | **ü** | IV |
| * Excellent literacy and numeracy skills | **ü** |  | AF, IV |
| * Strong analytical skills | **ü** |  | AF, IV |
| * Project management skills |  | **ü** | AF, IV |
| **Personal Attributes** |  |  |  |
| * A commitment to student success and inclusive education | **ü** |  | IV |
| * An enthusiastic and positive manner | **ü** |  | IV |
| * Ability to work both on own initiative and as part of a team | **ü** |  | AF/IV |
| * Ability to initiate projects | **ü** |  | AF/IV |
| * Ability to work under pressure and keep to strict deadlines | **ü** |  | IV |
| * Flexible attitude to work and acceptance of regular change | **ü** |  | IV |
| * A creative and innovative approach to problem solving | **ü** |  | IV |
| * Attention to detail | **ü** |  | AF, IV |
| * A commitment to personal and professional development | **ü** |  | IV |
| * A Commitment to Equal Opportunities | **ü** |  | IV |
| * Ability and willingness to travel locally | **ü** |  | IV |

Evidence of criteria will be established from:

AF = Application Form, IV = Interview, Cert = Certificates checked on induction