

Capital City College Group
Job Description and Person Specification

Post:	Marketing Executive
Contract:	Permanent
Hours:	35 per week
Reporting to:	Head of Digital and Brand
Centre/Service	Marketing and Communications
Grade and salary:	£41,077 per annum

Key Purpose

- To develop and implement marketing plans for CCCG brands.
- To build and manage key relationships with Senior Staff and stakeholders in order to develop a deep understanding of the uniqueness of the brands and be brand guardian.
- To support achievement of student recruitment targets and commercial activities.
- Supporting all areas of the Group to integrate and collaborate.

Main Duties and Responsibilities

1. Support the implementation of marketing plans for CCCG through social media, events, website content, printed materials, digital adverts, and out of home advertising, working with other colleagues in the Marketing department and coordinating internal resources to meet marketing targets and deadlines.
2. Help manage the production of promotional material, including new and traditional media. This involves production planning, collating information, writing copy, organising photography, proof reading and liaising with suppliers and managers for approval as well as organising the distribution of promotional materials to external agencies and partners.
3. Play a central role in the implementation of the Group's social media strategy, posting frequent updates, sourcing content, answering questions, and maintaining the accounts up to date
4. Develop and be a vigilant protector of the Group's brand identities, encouraging compliance with brand guidelines throughout all internal and external communication.
5. Manage the implementation of the Group's branding strategy for the group covering signage, promotional displays, marketing material, web, digital and the intranet.
6. Liaise with external service suppliers to obtain the best quotes, place orders, and keep track on how much spent.
7. Compile and analyse campaign performance data against student recruitment targets.
8. Keep up to date with emerging marketing trends and make recommendations to the managers.
9. To ensure printed and online marketing content is accessible, accurate, customer-focused, on brand, and reflects the values and purpose of the Group.
10. Share knowledge and how-to with more junior members of the team

11. Assist with front-of-house duties as necessary to support the work of the marketing team, e.g. exhibitions and open days.
12. Evening and occasional weekend work will be required. Time off in lieu will ordinarily be granted but if this is not possible, paid overtime may be authorised.
13. To undertake any other duties reasonably falling within the purview of the post.

Expectations of the Post Holder

- Ensure that the Group’s policy for equality of opportunity is adhered to and promoted in all aspects of the post holder’s work.
- Ensure effective quality control and continuous improvement in all aspects of the work and responsibilities attached to this post, in keeping with the Group's quality assurance procedures and systems.
- Be committed to professional self-development, through participation in in-service training as necessary for the successful carrying out of the job.
- Ensure that the post holder carries out their responsibility relating to safeguarding and protects and promotes the welfare of children and vulnerable adults.
- Ensure that the post holder carries out their responsibility relating to General Data Protection Regulations (GDPR) compliance and ensures the protection of personal data and that personal consent has been obtained before making contact with individuals or promoting them in marketing communications.
- To comply with and promote the Group’s Health and Safety policies and procedures and to undertake recommended Health and Safety training as and when necessary.
- Undertake such other duties as are commensurate with the grade of the post, as may be reasonably required at the initial place of work or at other locations across the Group.

NB: This job description is designed to outline a range of main duties that may be encountered. It is not designed to be an exhaustive listing of tasks and can be varied in consultation with the post holder in order to reflect changes in the job or the organisation.

Person Specification

Criteria	Essential	Desirable	Method of Assessment A – Application Form I – Interview P - Presentation
Qualifications & Experience		A relevant marketing or business qualification, or working towards.	A
	A minimum of 2 years’ experience in a marketing or sales role.		A

		Experience of working in marketing within Further or Higher Education.	A/I
	Experience writing marketing accurate content, including social media posts, and online content.		A/I
	Experience producing printed marketing materials.		A/I
	Experience using website content management systems, ideally WordPress.		A
		Experience using web analytics tools (Google Analytics)	A
	Experience working within brand guidelines, safeguarding brand style and tone of voice.		A
	Experience using a range of marketing tools and social media platforms, for example Mailchimp, Canva, Hootsuite, Facebook, etc.		A
		Peer-training and passing on knowledge to other team members.	A/I
Knowledge & Skills		Creative aesthetic sensibility and ability to use Adobe Creative Cloud software to amend artwork.	A/I
	Ability to write accurately in a variety of styles for different audiences.		I
	Excellent attention to detail and proofreading skills.		I

	Excellent communication and interpersonal skills. An ability to liaise professionally and with confidence with external bodies, staff, students and the public. The ability to liaise with senior colleagues with tact and diplomacy (and persistence when chasing deadlines).		A/I
	Willingness to share tasks and responsibilities under pressure.		A/I
	Ability to work effectively as a member of a team and autonomously as required.		A/I
	Ability to manage and prioritise own workload to ensure deadlines are met.		A/I
	An ability to work within and implement the Group's Equal Opportunities Policy.		A/I
Personal Attributes	Evidence of commitment to own continuous professional development		A/I
	Able to uphold and behave in accordance with Group values. (Group values are: Respect, Collaboration, Creativity, Opportunity, Aspiration)		A/I
	A professional and flexible approach to work with discretion when dealing with confidential matters		A/I
	Ability and willingness to travel and work at all group centres		A/I
	Ability and willingness to participate in Group member activities e.g. enrolment, open days		A/I

	Commitment to promoting safeguarding, health and safety and the learner voice		A/I
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