

Capital City College Group  
Job Description and Person Specification

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<b>Post:</b>	Marketing Officer
<b>Contract:</b>	Full Time
<b>Hours:</b>	35 per week
<b>Reporting to:</b>	Head of Learner Journey
<b>Centre/Service</b>	Marketing and Communications
<b>Grade and salary:</b>	£32,381 per annum

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### **Key Purpose**

- To develop and implement marketing plans for CCCG brands.
- To build and manage key relationships with staff and stakeholders to deliver marketing plans, events and strategies
- To support achievement of student recruitment targets

### **Main Duties and Responsibilities**

1. Support the implementation of marketing plans for CCCG through direct marketing, social media, and events, working with other colleagues in the marketing department and coordinating internal resources to meet marketing targets and deadlines.
2. Support the production of promotional materials. This involves production planning, collating information and liaising with suppliers and managers for approval as well as organising the distribution of relevant promotional materials to external agencies and partners.
3. Organise events to support the recruitment of students, and assist with front-of-house duties as necessary to support the work of the marketing team, e.g. exhibitions and open days.
4. Liaise with external service suppliers to obtain the best quotes, place orders, and keep and accurate record of budget spend.
5. Compile and analyse campaign and event performance data against student recruitment targets, providing reports when required.
6. Ensure printed and online marketing content is accessible, accurate, customer-focused, on brand, and reflects the values and purpose of the Group.
7. Evening and occasional weekend work will be required. Time off in lieu will ordinarily be granted.
8. To undertake any other duties reasonably falling within the purview of the post.

### **Responsibilities specific to this role**

- Plan, organise and lead on termly and annual events in relation to the recruitment of new learners, celebration of existing learners and reputation management (e.g. college open days, student celebration events)

- Maintain and communicate a college wide events calendar which includes annual planned events, ad hoc appropriate events and the identification of any other appropriate events that enables the Group to reach its strategic goals
- Co-ordinate attendance of colleagues at Group recruitment events and external fairs and represent the colleges at such events, as required.
- Attend meetings of local community groups and employers, as required, in order to contribute to event organisation (evening / weekend commitment will from time to time be required)

### Expectations of the Post Holder

1. To be a vigilant protector of the group's brand identities, encouraging compliance with brand corporate guidelines throughout all internal and external communication
2. Participate in college wide activities as required e.g. open days, enrolment etc.
3. To carry out such duties and responsibilities under the Health and Safety at Work Act (etc) 1974 and associated legislation as described in the Groups' Health & Safety policy documents.
4. Such other duties commensurate with the grade for the post as may reasonably be required, at the initial place of work or at other locations.
5. To ensure that confidential data or images are held and used in compliance with data protection legislation.
6. To provide a helpful, professional and flexible service to internal or external customers of the department or the Group and its members
7. To act in accordance with Group's values and positively represent CCCG in all aspects of your work.
8. To operate in accordance with the Groups' policies and procedures.
9. To act in a safe manner which safeguards the health and safety of yourself and others.
10. To be aware of equality and diversity, the needs of customers and learners and demonstrate these principles in all aspects of your work.
11. To be familiar with and comply with the Group's safeguarding requirements which protect the welfare of children and vulnerable adults
12. To participate in and take responsibility for your own learning and development
13. To provide cover or support for other members of your team and undertake any other duties required by your line manager appropriate to your position within the organisation. This includes attending other Group centres if required.

**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

<b>Qualifications &amp; Experience</b>		A relevant marketing or business qualification, or working towards or marketing experience	A
	A minimum of 2 years experience in a marketing 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 organising events		A
		Experience with direct mail and email marketing	A/I
	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 Eventbrite, Mailchimp, Survey Monkey etc.		A
	<b>Knowledge &amp; Skills</b>		Creative aesthetic sensibility and ability to use Adobe Creative Cloud software to amend artwork.
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
		An understanding of the role of digital media in the Group's marketing strategy and its importance in learner recruitment	A/I
<b>Personal Attributes</b>	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