

Marketing Manager – Job Description



Grade: SFCA Support Staff Pay Scale, Spine Points 20-23
Hours 37 hours per week, whole year

Responsible to the Chief Executive Officer and the College Principal

Overall Purpose and Remit:

- Develop and execute an effective marketing strategy for Tees Valley Collaborative Trust and all the entities within the Trust
- Lead on all marketing and public relations activities
- Enhance the profile of the Trust and its entities locally, regionally and nationally creating a strong brand identity

Main Duties:

- Develop, manage and implement the marketing strategy for the Trust and its academies, identifying key marketing campaigns and activity, in conjunction with relevant staff as necessary.
- Manage and co-ordinate all marketing, advertising and promotional activities for the Trust, liaising with internal colleagues and external agencies as required.
- Work with the College Principal and Faculty Managers to ensure that both sites of the college receive applications and convert these to enrolments in line with agreed targets.
- To develop effective press and media relations activities, identifying opportunities to influence the media and develop and maintain effective relations with journalists and others.
- Ensure the Trust/college has effective and consistent branding across all marketing communications, including the website, social media, advertising, communication and print.
- Manage the budget for marketing and deliver all marketing activity within the agreed budget.
- Conduct market research to determine market requirements, market conditions and competitor information, with specific regard to student recruitment.
- Raise the profile of and develop the Trust/college's online presence through the effective use of social media as a marketing and communication tool.
- For the college, nurture successful student acquisition channels and identify and harness new channels
- Proactively seek out and manage opportunities to publicise and celebrate aspects of college life and promote public relations opportunities, including co-ordinating photo shoots; maximising opportunities for positive publicity; collating success stories, case studies and ensuring the Trust/college has national exposure through relevant professional bodies, awards etc.
- To manage the design and production of marketing material and corporate literature, to include copy gathering, editing, writing, design and print, e.g. annual prospectuses, posters, flyers etc, liaising with relevant staff and external agencies as required.
- Liaising with staff responsible for School Liaison to co-ordinate the college's presence at marketing events in schools and careers events and work as part of a team attending these events to represent the college (this will involve some evening work as part of the role).
- Manage and oversee the upkeep of the Trust's websites with regular news updates and high standards of website management.
- To ensure the capture and use of data complies with current regulations, particularly those relating to the Data Protection Act.
- To work proactively with departments to source and report stories that reflect the Trust/college's values and brand, with the aim of raising its profile.

- Monitor, analyse and report on the effectiveness and return on investment of the marketing strategy and all marketing activities.
- Be responsible for taking photos and video footage to create promotional videos and publicity material for the Trust/colleges and keeping an effective photo/video library.
- To ensure that the Trust communicates with its key stakeholders and in third party communications/media in a way that reflects its vision and values and to be responsible for the day-to-day expression of our corporate identity.
- Participate in the planning and delivery of student recruitment events based on and off site, including Open Days/Evenings, liaising with internal departments for support and external contacts as necessary.
- To carry out any other duties required by the college and as requested by the CEO/Principal.

This job description sets out the main responsibilities for the postholder, but is not intended to be an exhaustive list. Specific duties may change from time to time without changing the general nature of the post and the postholder is expected to be flexible in the range of responsibilities they undertake commensurate with the responsibility and salary.

Signed Dated

Essential

- Educated to degree level or equivalent in a relevant discipline or two years' marketing experience
- Professional marketing qualification
- Experience of developing and managing electronic communication (including the use of social media)
- Experience of designing/producing marketing or communication materials in a variety of media forms
- Excellent written and oral skills
- Experience of producing reports and analysing data
- Experience of producing promotional materials
- Able to communicate in a very effective manner both verbally and in writing to people of all ages and standing
- Proficient proof reading skills
- Excellent organisational skills and ability to meet deadlines
- Ability to work independently or as a member of a team
- Able to manage workloads and meet demanding deadlines
- High level of IT skills
- Flexible approach to working hours
- Sense of humour
- Innovative, creative and a lateral thinker
- Commitment to improving quality of service
- Personal integrity and respect for others

Desirable

- Experience of marketing and recruitment in an educational environment
- Understanding of the school curriculum 14-16 and of progression pathways post 16
- Experience of use of Photoshop/In Design
- Experience of project management