

LEEDS COLLEGE OF BUILDING

JOB DESCRIPTION

POST: **MARKETING OFFICER**

RESPONSIBLE TO: **Marketing and Communications Manager**

Main purpose of post:

The Marketing Officer is an integral part of the small, friendly and creative Marketing Team. They have responsibility for managing the delivery of marketing and recruitment campaigns, through the use of communications, events, social media and digital channels.

The role will also assist the Marketing & Communications Manager in providing reports that monitor and evaluate the effectiveness of campaigns in relation to College targets and student recruitment.

Duties and Responsibilities:

1. Assist the Marketing and Communications Manager in implementing and monitoring a corporate marketing strategy, creating campaigns for both internal and external communication.
2. Lead the delivery of online and offline marketing campaigns that will increase recruitment and enhance the College's reputation.
3. To monitor the College's corporate image on documents, publications (electronic and traditional) and in digital channels to ensure they meet with approved standards.
4. To assist the Digital Marketing Apprentice in developing the College's website, upload content in the CMS, develop a style guide and regularly keep content fresh and up to date.
5. Work with the Marketing & Communications Manager and web agency to maximise the best site structure and user experience.
6. To assist the Digital Marketing Apprentice in managing social media channels and create a weekly content plan. To increase positive engagement conversions.
7. Measure social and digital activity, including website traffic, advertising campaigns and engagement on all social channels, recommending improvements where necessary.
8. Work with colleagues across the College to develop campaigns to promote courses, student experience and employability.
9. Work alongside the College's Graphic Designer and external agencies to create corporate documents, including course guides and prospectuses.
10. Write copy and proof-read content for online and offline documents, including case studies, PR articles, course guide content and web content.

11. To lead in the organisation of several key College events e.g., the awards ceremony, open days, enrolment days and other ad hoc events.
12. Work with external agencies, including print suppliers, web developers, advertising agencies and PR agencies, ensuring work is of a high standard and competitive.
13. Manage budgets allocated by the Marketing & Communications Manager.
14. To conduct research and prepare data to support marketing activity and assist in the preparation of statistical reports as required.
15. To represent the College at appropriate external events which promote its products and services.
16. To undertake administration duties as appropriate in relation to marketing activities.

Other duties:

- To be aware of and abide by the College health and safety procedures and associated policies.
- To proactively implement the College's policies and procedures.
- To perform any such relevant duties that the Principal may reasonably require.

This job description will be reviewed annually as part of a process of performance review.

Please Note:

As Leeds College of Building meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974, all applicants who are offered employment will be subjected to a standard disclosure from the Criminal Records Bureau before the appointment is confirmed. This will include details of cautions, reprimands or final warnings, as well as convictions.

The College is committed to safeguarding children, young people and vulnerable adults and expects all staff to share that commitment.

Date: March 2021	Signature:
Issue No: 2	Ref: Jobdesc/Marketing Officer

LEEDS COLLEGE OF BUILDING**PERSONNEL SPECIFICATION****POST: MARKETING OFFICER**

ATTRIBUTES	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
RELEVANT EXPERIENCE	Experience of working in a marketing role. Experience of working on large publications. Experience of working in a customer focused environment. Experience of event organisation. Experience of working on digital campaigns.	Knowledge of the education sector.	Application form
EDUCATION & TRAINING	5 GCSEs (grades A-C) including English or equivalent.	Relevant Marketing qualification or educated to degree level.	Application Form Qualification Certificates
SPECIALIST KNOWLEDGE AND SKILLS	Excellent copywriting and proofreading skills. Excellent communication skills. Web CMS and social media marketing Excellent verbal & organisational skills. The ability to work under pressure. Can do attitude.	Desktop publishing knowledge, including Adobe suite. Knowledge of digital technologies and their impact on communication. Knowledge of Google Adwords and Analytics.	Application Form & Interview
ADDITIONAL FACTORS	Ability to work under own initiative. Flexible approach to work. Commitment to customer care. Commitment to the College's Equality and Diversity Policy.		Application Form & Interview