

Digital Marketing Officer



**Cheshire College
South & West**

Job Description

Area	: Marketing and Schools Partnerships
Salary	: £25,205 - £28,282
Hours of Work	: 37 hours per week
Line Manager	: Marketing Team Leader
Location	: Chester Campus with travel across to our other campuses – Ellesmere Port and Crewe

Main Purpose of Job:

This is an excellent opportunity to join and work alongside the Marketing team to plan, produce and deliver strong digital content whilst maintaining the high standards of quality for our website and:

- Meets the needs of learners, employers and other stakeholders;
- Is of the highest possible quality in terms of learner outcomes and learner/employer satisfaction;
- Is effective, efficient and provide excellent value for money;
- Reflects the vision, mission, aims and values of the College;
- Is innovative, developmental and sector leading; and
- Promotes a culture of excellence and equality

The post-holder will be a member of the Marketing team.

Key Duties and Responsibilities:

- (1) Lead on producing visual and written content and scheduling for all social media platforms.
- (2) Write copy for press and online articles from interviews undertaken with key internal and external partners
- (3) Build strong relationships with external media partners
- (4) Producing visual and written content for communications and campaigns including, but not limited to:
 - Website
 - Social media
 - Email
 - Printed publications
 - Leaflets
 - Posters
 - Display advertising

- Promotional materials



(5) Maximise content opportunities across all potential platforms including media partners and other distribution outlets to ensure that content is as wide reaching as possible.

(6) Understand key audience segments and get to know the content types and messaging required to engage with these groups

(7) Ensure effective distribution plans are in place for all content pieces and report back on core business KPI's making suggestions on improving future results using digital analytic tools

(8) Work with Marketing colleagues to distribute the right content for the right audience groups in order to drive an increase in event registrations

(9) To coordinate all PR content working closely with the marketing and other internal or external teams/partners

(10) Develop and lead reporting for PR and Social Media activity

(11) Collaborate with Marketing colleagues on College events, providing on-site Marketing support where required

(12) Lead on paid for and amplified social media posts and advertising.

(13) Work with the Senior Digital Marketing officer to ensure the effective administration of the website

(14) Working with the wider marketing team to create campaign assets, ensuring branding and tone of voice is applied consistently and coherently through all online and offline channels.

(15) Identifying and capitalising on emerging digital developments and trends.

(16) Proactively recommending new and innovative ways of delivering digital content.

(17) Ability to develop, produce and edit a wide variety of high-quality content including video, photos, graphics and written text.

(18) Ability to work flexibly, with occasional evening and weekend working expected to cover key college events.

(19) Must have access to own vehicle and ability to travel within region for business purposes.

Generic Duties and Responsibilities

(20) Promote a culture of innovation, excellence and equality.

(21) Reflect the vision, mission and values of the College.

(22) Manage all delegated resources and budgets flexibly and efficiently in accordance with allocation.

(23) Contribute to the development of and ensure compliance with all College policies, procedures and agreements.

(24) To actively contribute to the risk management of the College.

(25) To positively promote and implement the College's strategies on equality, diversity, safeguarding.

(26) Undertake appropriate staff development activities that support personal development and the changing needs of the College and its environment.

(27) Be aware of, and responsive to, the changing nature of the College and adopt a flexible and proactive approach to work.

(28) Undertake such other duties as may reasonably be required commensurate with this grade, at the initial agreed place of work or at other locations in the College catchment area.

This Job Description is current as the date shown. In consultation with the post-holder, it is liable to variation to reflect changes in the job.



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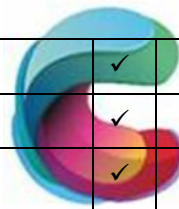
Person Specification



Cheshire College
South & West

*Test = Skills Test/Knowledge Test/Micro Teach/Presentation

	Assessment Method					
	Application Form	*Test	Interview and Presentation	Psychometric Testing	Qualification Certificates	References
Education and Qualifications						
<u>Essential</u>						
<ul style="list-style-type: none"> Degree and/or comparable professional qualification 	✓				✓	
<ul style="list-style-type: none"> Full and valid UK driving licence 	✓				✓	
<ul style="list-style-type: none"> Evidence of on-going professional development 	✓				✓	
<u>Desirable</u>						
<ul style="list-style-type: none"> Qualification in Marketing 	✓				✓	
Skills and Experience						
<u>Essential</u>						
<ul style="list-style-type: none"> Strong interpersonal skills with experience of liaising confidently with a range of stakeholder, building effective relationships 	✓		✓			
<ul style="list-style-type: none"> Understand the importance of delivering excellent customer service and gathering and acting on feedback 	✓		✓			
<ul style="list-style-type: none"> Able to communicate effectively with a wide range of audiences e.g. staff, prospective students and parents 	✓	✓	✓			
<ul style="list-style-type: none"> Excellent organisational skills, ability to prioritise and work under pressure 	✓		✓			
<ul style="list-style-type: none"> Ability to use own initiative and work with minimum supervision 	✓		✓			
<ul style="list-style-type: none"> Flexible approach to work (<i>including evening and weekend work</i>) 			✓			
<ul style="list-style-type: none"> Experience of educational or commercial environments 	✓		✓			
<ul style="list-style-type: none"> Excellent ICT skills to support effective communications including social media 	✓	✓	✓			
<ul style="list-style-type: none"> Ability to take individual accountability for performance against challenging and stretching targets 	✓					
<ul style="list-style-type: none"> Ability to produce high quality written copy and presentation materials 	✓	✓				
<u>Desirable</u>						
<ul style="list-style-type: none"> Experience of paid digital advertising 	✓		✓			
<ul style="list-style-type: none"> Experience of communications scheduling platforms 	✓		✓			
<ul style="list-style-type: none"> Production of visual content creation including photography and video editing. 	✓		✓			



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• Knowledge of communication campaign creation	✓		✓			
• Understanding of analytics and using data to inform decisions	✓		✓			
• Experience of content management systems and knowledge of website development	✓		✓			
Personal Attributes						
<u>Essential</u>						
• Accuracy and attention to detail			✓			✓
• Emotional intelligence, self-awareness and confidence			✓			✓
• Excellent team worker	✓		✓			✓