

Date Issued:

JD Category:

Agreed by:



PLUMPTON
COLLEGE

Marketing Administrator

Reporting to:	Marketing Manager
Working Hours:	Full-time, on-site (37.5 hours per week)
Salary:	£23,477 - £27,223 (points 15 - 20)
Annual Leave:	26 electable days, 8 statutory days and up to 5 efficiency closure days at Christmas

Job Purpose

This new position will play a vital role in delivering the annual marketing plan for the college. The postholder will proactively collate and generate content, support social media management, assist the delivery of a busy show and events schedule whilst helping the smooth-running of the marketing department.

This candidate should have a passion for marketing, a positive, can-do attitude, and a willingness to get stuck in where needed. This varied role is ideal for anyone who is looking to begin their career in marketing.

Duties and Responsibilities

Marketing Specific Duties

a. Support the delivery of key shows and events across the annual academic calendar.
b. Assist the wider marketing team in the development of written and visual content across a range of college channels.
c. Work with the marketing team to organise and co-ordinate of a range of events, including recruitment events and open days, functions, community engagement, school visits, official openings, VIP, royal, and ministerial visits.
d. Support the Marketing Manager in maintaining an up-to-date photo and video library.
e. Develop and maintain good working relationships with college divisions, providing administrative marketing support to all curriculum teams and staff.
f. Uphold college brand management, maintaining style and branding, and ensuring corporate templates are kept up to date.
g. Support the marketing team with basic design and creative adjustments where necessary.
h. Oversight of marketing collateral stock levels and promotional asset tracking.
i. Answer all internal and external marketing enquiries sent through to the central marketing inbox and telephone calls.
j. Process marketing invoices, raise PO's and support tracking of marketing spend.
k. Support the collation of market research to help inform marketing strategy.

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| l. Help maintain and keep the marketing content and event calendar and planning system up to date, helping to schedule new requests. |
| m. Collate metrics to support team reporting. |

Digital Responsibilities

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| a. Support the implementation of website change requests using the CMS platform. |
| b. Assist the sending of regular internal and external communications to various audiences. |
| c. Help maintain social media channels, working with the Digital Officer to update the social planner. |
| d. Help maintain a tracker of all third-party website listings and mentions, ensuring college information is up to date. |
| e. Respond to inbound enquiries from the college website and social media as appropriate. |

PR

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| a. Be the first point of contact for inbound media enquiries, logging any requests for information in a professional and prompt manner. |
| b. Maintain a list of advertising and media contacts on behalf of the team. |
| c. Source information and stories for press releases and news. |
| d. Assist the Marketing Manager with monitoring of brand perception, brand sentiment and media coverage. |
| e. Assist the Marketing Manager with informing and updating of staff of any news and statements as required. |

Other responsibilities and duties

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| a. Comply with the College's Equality & Diversity and Safeguarding policies. |
| b. Evaluate, reflect on, and develop own practice, be responsible for own continuous professional development and maintaining accurate records of CPD. |
| c. Adhere to the College Safety Policy, ensuring that appropriate safety standards are maintained during practical activities. |
| d. Participate in, and contribute to, activities involving the recruitment, marketing, and promotional activities on behalf of the College, supporting wider marketing team with administrative duties. |
| e. Undertake such other duties commensurate with the grade of the post as may reasonably be required by the Principal. |

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Qualifications / Skills / Knowledge / Qualities

It is crucial that the successful candidate shares our student-focussed values, equality of opportunity, and parity of esteem for staff and students.

At Plumpton College we are:

1. enthusiastic about learning
2. responsive to student, customer, and community needs
3. aspiring to the highest standards
4. professional and enterprising
5. innovative and creative, and
6. friendly and welcoming

Essential criteria for the post
a. Excellent written, verbal and presentation skills, including the ability to turn complex material or jargon into plain English.
b. Excellent attention to detail.
c. An ability to brief people clearly and succinctly.
d. Administrative experience of working as part of a team in an office-based environment
e. A track record of delivering objectives against tight deadlines.
f. A positive and proactive approach, prepared to generate new ideas and carry them forward.
g. Prepared to work as a member of the team and on own initiative.
h. Excellent multi-tasker who works well under pressure in a busy environment to tight deadlines.
i. Excellent attention to detail. Diplomatic and sensitive. Excellent negotiating skills and an ability to build a rapport and trust at all levels of the organisation.
j. Calm under pressure, resilient, and professional.
k. Excellent IT skills.

Desirable criteria
a. Experience of working in the education sector.
b. Knowledge of website build and creation including content management systems.
c. Creative skills, knowledge of editing packages (Adobe Creative Suite).
d. Experience of events management.
e. Experience of digital marketing including social media platforms.

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CONDITIONS OF EMPLOYMENT

Working Hours

Basic working hours are from 08.30 to 17.00 Monday to Friday, but some flexibility will be required to meet the needs of the business. This is an all-year-round post. There will be some evening and weekend working required to support departmental activities, and whole college recruitment and promotional events.

Annual Leave

The holiday year is from 1 September - 31 August each year. The annual leave entitlement for this role is 26 working days, plus 8 bank holidays and up to 5 efficiency days when the college closes at Christmas. Annual leave is bookable subject to business needs and should be planned and agreed with your Line Manager. Annual leave sheets will be available from the start of the new holiday year.

Continuous Professional Development (CPD)

This post will be entitled to CPD for skills updating, personal and professional development. All CPD must be planned, agreed, and booked with your Line Manager.

Benefits

The candidate appointed to the post will automatically become a member of the Local Government Pension Scheme and pay contributions as determined by annual salary levels. The pension scheme includes life assurance cover, and the College will also pay a contribution towards your pension. There is also free car parking and a competitively priced dining room service.

Equality and Diversity

Plumpton College is committed to the promotion of equal opportunities and is dedicated to pursuing non-discriminatory policies and practices and eliminating unfair discrimination on any basis. This means that no job applicant will receive less favourable treatment than another on grounds of gender, marital status, age, racial origin, disability, sexual orientation or political or religious beliefs.

Criminal Record Check via the Disclosure Procedure

The Rehabilitation of Offenders Act 1974 gives individuals the right not to disclose details of certain old offences when asked about their criminal record as they may be defined as 'spent'. There are exemptions to this if the individual is offered a post which involves contact with children or regular work at an establishment exclusively or mainly for children.

The post you have applied for falls into this category and, therefore, requires a criminal background check.

If a job offer is made, you will be asked to apply for a DBS Disclosure Certificate. The Disclosure Certificate will contain details of current and "spent" convictions, cautions, reprimands, or warnings held on the Police National Computer, excluding certain specified old and minor offences.

The DBS Disclosure will also indicate whether information is held on government faculty lists of those individuals who are barred from working with children or vulnerable adults (if applicable).

The post-holder cannot begin employment with the College until the DBS Disclosure Certificate is received and considered by the Principal.