



# PLUMPTON

## COLLEGE

### Marketing Manager

<b>Reporting to</b>	Head of Marketing, Communications, & Customer Experience
<b>Working Hours:</b>	Permanent full time (37 hours per week)
<b>Salary:</b>	£34,463 - £39,943 Points 28-34
<b>Annual Leave:</b>	26 electable days, 8 statutory days and up to 5 efficiency closure days at Christmas

#### Job Purpose

The postholder will have responsibility for the operational management of the marketing department. The postholder will line manage the marketing and school liaison (recruitment) team, implementing the marketing strategy in line with the college's strategic plan.

#### 1. Specific Duties

a. Implement the marketing strategy for the college in line with strategic objectives
b. Manage all marketing activities for the college and within the marketing department, maintaining a college wide and market specific annual plans
c. Co-ordinate all marketing campaigns including paid for media, reporting on their outcomes to inform further activity
d. Manage the production and publication of all marketing materials in line with marketing plans and brand guidelines
e. Proactively manage the team priorities and daily scheduling of tasks including incoming requests for support from internal teams
f. Oversee the production of artwork, sourcing of images, print, print buying and checking copy
g. Collaborate with business services and event colleagues to ensure all events (corporate, large conferences, recruitment events, shows, student and parent events as examples) are coordinated to a high standard with the brand reputation actively managed and well represented at on and off campus events as opportunities to raise the profile of the college
h. Ensure Plumpton College brand and corporate identity are clear across all internal and external channels, promoting and upholding the key messages of the organisation

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i. Monitor and evaluate the outcomes from all marketing / promotion activities, producing regular reports
j. Implement strategies to manage and engage the College's current student body and alumni promoting charitable activity
k. Work closely with external agencies for design and technical platform solutions to ensure contracts and work managed, well briefed and meet organisations objectives
l. Track competitor activity by keeping abreast of market changes and the marketing mix used by competitors
m. Track and monitor trends in client profiles for all types of activity
n. Report to the Head of Marketing, Communications and Customer Experience management of the marketing budget, monitoring spend and ROI

### Line Management Responsibilities

a. Co-ordinate team members with day-to-day marketing tasks and coordinating of marketing projects and activities as requested
b. Provide line management support and mentoring. Maintain and develop effective induction plans, appraisal and performance management of team members

### 2. Recruitment & School Liaison

o. Oversee the delivery of the school and college liaison strategy, with the school and college liaison coordinator. Manage the college's liaison with all feeder schools, colleges and NEET activity. Regularly monitor the outcomes of the school liaison team's work to ensure it is high quality, engaging and delivering results
p. Manage the college's liaison with external organisations such as feeder schools, colleges and job centres ensuring activity is proactively recorded on the CRM system
q. Monitor outcomes of the school liaison teams work to ensure it is high quality, engaging and delivering results
r. Report on engagement activity with target schools
s. Plan and co-ordinate all college recruitment and transition events and functions with the EAG manager, ensuring the brand is represented to a high standard
t. Coordinate and participate in promotional activities and trade shows, working with developers, advertisers, and production managers, to market products and services
u. Develop a close working link with the EAG Manager and team to ensure recruitment cycle is executed for all types of provision and monitored against recruitment targets

### 3. Digital communications

a. Manage the Plumpton College social media accounts, ensuring posts are engaging and timely, and the team is creating and curating regular high-quality content, laid out in the social media calendar
b. Oversee the creation and development of innovative social media content and campaigns in line with agreed strategies
c. Manage and implement strategies for paid advertising across social media and

adwords, identifying when best to boost posts and implement PPC campaigns
d. Oversee the development and management of the college website and shop, ensuring the use of SEO driven content, and advising on technical developments when required
e. Use Google Analytics to actively monitor interaction and trends, providing reports to wider marketing team on a monthly basis
f. Use digital marketing tools to increase visitors to the college website, such as Search Engine Optimisation and Google Analytics and Tag Manager
g. Maintain a consistent brand across online platforms including monitoring third party websites
h. Maintain and develop use of other online marketing management systems including Hubspot lead management system, developing content strategies to increase engagement and recruitment.

#### 4. Profile and relationship management

c. Implement the college PR strategy, ensuring brand profile and key messages are maximised in external settings.
d. Build and maintain close working relationships with local and sector press to increase awareness and interest in college services
e. Ensure content officer is well briefed to craft regular stories for seeding out to contacts
f. Manage online monitoring systems such as PR monitoring, clippings and demographic data to inform priorities and monitor share of voice
g. Attend network events for sector and marketing where appropriate to build profile of college
h. Work with Head of Marketing, Communications and Customer Experience to implement internal communications plan

#### 6. College Management Team duties

i. Input into cross college workstreams regarding efficient working practices and communications
j. Build relationships with other college managers to be able to extract and carefully craft marketing plans and messaging for their markets. Support managers to be able to successfully recruit to their programmes and with the creation of content that upholds the college brand
k. Ensure team are proactively managing support requests raised through the central mailbox in a timely manner
l. To contribute to the wider College Management Team and undertake any further duties commensurate with the grade and responsibilities of the post, allocated by the Principal or a member of SMT

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Essential criteria for the post
1. Strong creative outlook
2. Confident communicator who can build relationships internally and externally
3. Degree in marketing or equivalent subject
4. Ability to work effectively under pressure and to tight deadlines with changing priorities
5. Excellent attention to detail
6. Well organised, self-motivated, and able to work independently
7. Excellent command of written English with copy accuracy
8. Experience of working in marketing teams
9. Solid understanding of web metrics, digital analytics, with the ability to generate, analyse and interpret data
10. Experience developing and maintaining content management systems
11. A high level of social media platform knowledge and use
12. Experience of databases, Microsoft Office suite, systems and processes
13. Experience creating and editing photo and video content using Adobe Creative Suite or similar products

Desirable criteria for the post
1. Google AdWords Accredited in Fundamentals and Search
2. Experience of working for an education or land-based provider
3. CIM Qualification

## CONDITIONS OF EMPLOYMENT

### Working Hours

Basic working hours are from 0830hrs to 1700hrs Monday to Friday, but some flexibility will be required to meet the needs of the business. This is an all-year-round post. Evening and weekend working will be required to support department and whole college events where there will be a requirement to attend.

### Annual Leave

The holiday year is from 1 September - 31 August each year. The annual leave entitlement for this role is 26 working days, 8 bank holidays and efficiency days as stipulated by the Senior Management Team. Annual leave is bookable subject to business needs and should be planned and agreed with your manager. Annual leave sheets will be available from the start of the new holiday year (1 September).

### Continuous Professional Development (CPD)

This post will be entitled to CPD for 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 LGPS Scheme and pay contributions as determined by annual salary levels. The pension scheme includes life

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assurance cover, and the College will also pay a contribution towards your pension. There is 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.