

Role Profile

Role Title	Marketing Co-ordinator
Reporting To	Head of Marketing
Department	Marketing
Pay Grade	£28,000 per annum
Version Date	February 2019

Role Purpose

- To join the marketing team with the remit of delivering the Further Education marketing strategy and annual recruitment targets through audience focused marketing and communication activities.
- To deliver best in class education campaign ideas that achieves the Groups brand and recruitment objectives and position the Group in a positive light.
- To develop and maintain strong internal relationships to understand where the challenges lie and where the opportunities are for marketing to intersect and support while continually monitoring and optimising campaign activity to over-achieve the Groups targets.
- To keep up to date with industry trends across the FE space, being the internal expert on everything we should and could be doing to deliver results the Group requires.

Key Responsibilities

- To lead and deliver the campaign calendar that feeds into the wider Brand and Marketing strategy for the Further Education division of the College.
- To interpret key insights that inform ideas and drive plans off the back of that.
- To implement effective internal marketing and communications across the organization.
- To create and share monthly campaign review reports and insights.
- To work closely with the rest of their colleagues in the team to collaborate on projects, ensuring internal and external stakeholders are fully immersed in plans and briefed for the best possible outcomes.
- Effectively manage supplier relationships and budgets.
- To evaluate plans and report to senior management the effectiveness of your plans.
- To contribute to the development of the College's brand strategy ensuring that the brand is well developed in key markets.
- To work flexibly and responsively in line with the demands of the role, which will include planned evening and weekend working.

Person Specification

	Essential	Desirable	How assessed*
QUALIFICATIONS			
Good general education and evidence of professional development in Marketing and/or Public Relations	✓		AF / Cert
Degree or equivalent professional qualification in Marketing or a related field	✓		AF / Cert
Chartered Membership of a relevant professional body; for example the Chartered Institute of Marketing		✓	AF / Cert
KNOWLEDGE AND EXPERIENCE (UP TO DATE/ CURRENT)			
Must have at least 3 years' experience in a similar role, not necessarily in the same sector	✓		
Recent and relevant experience of working in a marketing/advertising/public relations environment	✓		IV / AF
Must be able to demonstrate previous ideas and campaigns and how they made a positive impact on the business	✓		
Experience of working in a team leader role	✓		IV / AF
Experience of developing, implementing and evaluating marketing strategies	✓		IV / AF
Knowledge and experience of financial planning	✓		IV / AF
Experience of writing advertising copy		✓	IV / AF
Experience of working within the education sector		✓	IV / AF
Experience across all areas of marketing	✓		IV / AF
SKILLS AND ABILITIES			
Strong verbal and written communication skills	✓		IV / AF
Excellent interpersonal and networking skills	✓		IV / AF
Ability to work on own initiative with strong organisational skills	✓		IV / Cert / AT
Ability to travel between all of the Group's sites	✓		IV / AF
Ability to work flexibly, including evening and weekend work	✓		IV

*Key to how skills are assessed:

AF = Skill assessed via application form
 AT = Skill assessed via test/work-related task

IV = Skill assessed via interview
 Cert = Certificate checked at interview