

Role Profile

Role Title	Digital Communications Officer
Reporting To	Marketing Coordinator
Department	Marketing
Pay Grade	£24,000 per annum
Version Date	January 2020

Role Purpose

To support the development and success of the Hull College Group marketing service. To take responsibility for specific marketing campaigns and projects within the service and to assist with the implementation of the service's strategy and campaigns.

The post holder will work across the Group within the shared marketing services structure.

Key Responsibilities

- To act as a Business Partner and provide an initial point of contact and direct marketing support to an agreed number of college schools/service areas, which will include responsibility across the Group.
- To assist with the design, production and distribution of all Group Prospectuses and promotional materials, including leaflets, posters, flyers, newsletters etc.
- Writing and proofreading copy for promotional and marketing materials.
- Write and distribute press releases to enhance the PR strategy of the group.
- To create and implement effective plans and campaigns for the group social media channels.
- Assist in maintaining the Hull College Group websites and to provide information for external websites.
- To work within the Marketing department developing promotional materials that will support new business opportunities, including commercial and international business.
- To develop social media campaigns to promote the college.
- Support College promotional events, including representation at internal and external events.
- To have responsibility for college photography.
- Give promotional tours of all college sites.
- To work flexibly and responsively in line with the demands of the role, which will include planned evening and weekend working.

Person Specification – Digital Communications Officer

	Essential	Desirable	How assessed*
QUALIFICATIONS			
Good general education	✓		AF/Cert
Degree or equivalent professional qualification in Marketing		✓	AF/Cert
KNOWLEDGE AND EXPERIENCE (UP TO DATE/ CURRENT)			
Recent and relevant experience of working in a marketing/advertising/public relations environment	✓		IV/AF
Experience of implementing marketing campaigns		✓	IV/AF
Experience of writing advertising copy	✓		IV/AF
Experience of implementing Social Media marketing campaigns	✓		IV/AF
Ability to devise and produce a range of marketing materials and brochures, including proof reading copy	✓		IV/AF
Ability to take high quality photographs	✓		IV/AF
Experience of working within the education sector		✓	IV/AF
Experience of effective marketing budget control		✓	
SKILLS AND ABILITIES			
Strong verbal and written communication skills	✓		AF/IV/AT
Excellent interpersonal and networking skills	✓		AF/IV
Ability to work on own initiative with strong organisational skills	✓		AF/IV
Ability to travel between all of the Group's sites	✓		AF/IV
Ability to work flexibly, including evening and weekend work	✓		AF/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