

JOHN LEGGOTT COLLEGE

JOB DESCRIPTION



- JOB TITLE:** Marketing and Communications Manager
- REPORTS TO:** Assistant Principal (Pastoral & Progression)
- EVALUATED SALARY:** Spine Point 20 (£30,406 FTE)
- WORK PATTERN:** 37 hours a week Term Time plus 4 weeks 215 days

Purpose of the role

To innovatively lead on the planning and implementation of the college's marketing strategy for both domestic and international that allows growth and maintains a consistent brand reputation.

To deliver a high quality marketing and communications service to our partners.

Key responsibilities

General:

- Work with the Assistant Principal (Pastoral & Progression) to develop marketing strategies to support recruitment and partnership working to raise the College profile and reputation.
- Work with external agencies to support marketing and communications of the college.
- Create or commission effective student recruitment campaigns to ensure that they achieve impact and results in conversion in line with the college targets.
- Produce or commission key marketing materials e.g. prospectuses, brochures, case studies, press releases and any other relevant promotional material.
- Liaise with press, advertising companies to communicate, market and raise awareness of the college.
- Oversee the development and day-to-day activity of the Marketing and Communications Apprentice.
- Be responsible for all digital and social media platforms ensuring they maximise promotion of the college, including Facebook, Twitter, LinkedIn, TikTok and Instagram.
- Manage and review the college website.
- Ensure that there is a consistent brand image across the college and its digital platforms including college displays.
- Work in collaboration with the Learner Pathways Lead to support the delivery of the college's liaison strategy including open events, award ceremonies and

taster days and school liaison activities, ensuring effective promotion and branding to maximise their impact.

- Support the international department with the production of relevant digital and print based communications and marketing materials.
- Ensure effective reviews of marketing strategies through appropriate data collections.
- Responsible for the utilisation of marketing intelligence to maximise impact of promotional activities.
- Attend all college events and ensure they are promoted via social media.

Learner Engagement:

- Ensure that key student messages are consistently communicated via social media and college website.

Leadership & management:

- Line management of the Marketing and Communications Apprentice.
- Production of Marketing and Communications SAR and QiP.

In addition to the above mentioned attributes the successful candidate will be expected to:

- Support effective safeguarding of all young people throughout the College.
- Adhere to College policies and procedures e.g. Equality and Diversity; Health and Safety.
- Undertake any such other duties as may be required, commensurate with the post which does not change the character or purpose of the post which are necessary to maintain outstanding standards.

The job description is an outline of the key tasks and responsibilities and is not intended as an exhaustive list. The job may change over time to reflect the changing needs of the College, as well as the personal development needs of the post holder.

We strive for equality throughout the college and positively encourage applications from all sections of the community. The College has a strong commitment to safeguarding and promoting the welfare of young people and vulnerable adults and all appointments are subject to an enhanced DBS clearance.

Employee signature:

Date:

Line manager signature:

Date:



PERSON SPECIFICATION
Marketing and Communications Manager

Qualifications and awards	Essential	Desirable	How Tested
Honours Degree or equivalent (or substantial relevant work experience).	E		C
Good standard of Level 2 education – 5 A-C GCSE’s including Maths and English.	E		C
Professional Knowledge and Experience			
Experience in a marketing or people orientated field.	E		A,I,T
Excellent administrative and analytical skills with the ability to interpret data and write reports.	E		A,I
Excellent written and verbal communication skills across a range of internal and external stakeholders, parents, learners, colleagues etc.	E		A,I, C
Ability to recognise and respond to a range of learner activities and promotional campaigns.	E		A,I
Excellent management and organisational skills including development of systems, documents and digital platforms.	E		A,I, T
Proven ability to raise the profile and reputation of an organisation with longevity and success.	E		
Experience of being responsible for all digital and social media platforms, websites.	E		A, I
Experience of branding and the impact it has.	E		A, I
Up-to-date knowledge and awareness of Health and Safety Regulations pertaining to area of expertise and working in an educational environment.	E		A, I
Up-to-date knowledge and awareness of safeguarding in the workplace.	E		A,I
Interpersonal Skills & Intellectual Ability			
Ability to work calmly and effectively, both in a team and independently, to prioritise a variety of tasks.	E		A,I
Ability to establish and maintain professional working relationships with staff, students and internal and external stakeholders.	E		A,I
Evidence of excellent ‘people skills’ and listening skills.	E		A,I
Ability to take initiative, work creatively and innovatively, and make effective decisions.		D	A,I

Particular Requirements			
Excellent attention to detail.	E		A,I
Knowledge of the current curriculum on offer in 6 th Form colleges.		D	A,I
Understanding of the range of social and cultural backgrounds of students in local schools and areas.		D	A,I
Commitment to ensuring learner experiences are supporting progression aims.	E		A, T
Commitment to equality and diversity initiatives and anti-discriminatory practice.	E		A, I
Suitability to work with children and young adults.	E		DBS
Ability to travel to different work locations in line with the need of the role.	E		A, C
Flexible approach to working to accommodate essential target dates in the life of the college.	E		A,I,R
Commitment to continuous professional development.	E		A,I

The Person Specification details the principal skills and personal attributes the post holder must possess and actively demonstrate in order to effectively fulfil the role. The criteria are ranked as 'Essential' and 'Desirable' and your application form should demonstrate how you meet each individual criterion and possess the key skills relevant to the job.

The ranking of criteria on the employee specification can be explained as follows:

Essential The successful candidate must meet the Essential criteria in full on the first day of commencing in post, in order to be able to effectively fulfil the role to which he/she has been appointed.

Desirable The post holder needs to meet the Desirable criteria to fulfil the role on a longer-term, permanent basis. The successful candidate would be expected to develop their skills and knowledge within an agreed timescale (usually within six to twelve months of their start date) to meet the Desirable criteria in full, if they are unable to demonstrate they meet these criteria at short-listing and interview stage.

Criteria will be measured through a number of methods, the key to which is as follows:

- A** = **Application**
- I** = **Interview**
- T** = **Test**
- C** = **Certificates**
- R** = **References**
- DBS** = **Disclosure & Barring Service**

These letters are used in the 'Assessment Method(s)' column on the employee specification to identify to you the combination of methods we will use to assess you against the requirements of the position for which you are applying. In the first instance your application form will be used to determine the extent to which you meet the criteria for the role and will inform our short-listing decisions.

Where criteria are to be identified through the Interview and/or Test(s), these may involve scenario-based or hypothetical questions and a combination of written exercises, literacy and/or numeracy assessments, presentations, and any other practical assessments relevant to the role.