

Job title:	Marketing & Communications Officer
Reports to:	Communications Manager
Business area:	Marketing & Communications
Responsibility for others:	N/A

JOB DESCRIPTION

Purpose and context:

As a Marketing & Communications Officer, you will play a leading role in communications activities both internally and externally, whilst supporting marketing activities including the production of promotional literature, the planning and posting of social media content, and developing targeted data-driven marketing and communications campaigns to promote all Colleges and course types.

As a valued member of the Marketing and Communications team, the post holder will work in an environment where an amount of autonomy and decision-making is required.

The following list is intended to give an indication of the range of duties and responsibilities attached to the post and does not attempt to specify all aspects of the role.

Duties and responsibilities:

- Work closely with the Communications Manager to fulfil communications campaigns both internally and externally
- Support the Communications Manager with the content gathering for and writing of press releases and awards submissions on a regular basis
- Assist in the production of promotional literature including prospectuses, leaflets, posters, mailshots as well as content for the website. Copywriting skills and a high standard of English are essential
- Work with curriculum and support staff to develop key marketing campaigns, promoting all provisions to prospective students and key stakeholder, identifying and maximising on marketing opportunities with target groups
- Work closely with the Digital Marketing Officer to curate the Group's social media channels, posting engaging content on a regular basis, ensuring engagement with a wide variety of audiences and monitoring activity on these channels
- Update the Group website to ensure key information is present along with producing engaging and accurate content for all key stakeholders, including regular blog posts
- Capture photography and video footage of College activities across all three sites as required for communications campaigns
- Conduct market research activities, such as competitor analysis and focus groups
- Plan and execute email marketing campaigns utilising CRM data
- Some out of office work is required, including evenings, weekends and early mornings to support marketing events and activities, plus regular travel between Colleges, partnership sites and event locations

Responsibilities of all employees at Heart of Yorkshire Education Group:

- Undertake a proactive approach to safeguarding and promoting the welfare of all students, ensuring personal compliance with all Group policy and procedure relating to the safeguarding of students.
- Be alert to any indication or allegation of abuse and take appropriate action, as necessary.
- Committed to upholding British Values, celebrating equality and diversity, and maintaining a culture of respect and tolerance.
- Celebrate and value the diversity brought to our workforce by individuals, providing positive role models and an all-inclusive approach.
- Act in accordance with data protection legislation.
- Participate in team meetings and development opportunities as identified.
- Ensure the health and safety of students, staff, and resources within their scope of responsibility.
- Ensure risk assessments are undertaken, updated, and submitted in line with Group policy.
- Undertake appropriate learning and development, to the equivalent of at least 30 hours (pro rata) each year.
- Ensure students receive a positive introduction into Group life through involvement in all identified aspects of the enrolment process.

Our Values:

Our values act as the moral compass for our organisation. They encapsulate the way we do things, how we behave and how we make our decisions. These are the values we stand behind -

Respect

We clearly communicate with transparency and integrity and show kindness and passion for the things we do

Inclusion

We create a safe and sustainable environment where all can thrive, enabling creativity and individuality

Ambition

We aspire for excellence, continually growing and looking for opportunities to innovate and develop

Collaboration

We take individual and collective accountability and work together to seize opportunities to continuously improve

This Job Description is intended to provide a guide to the duties and responsibilities of the post and to set in context within which the post holder will operate, duties may vary from time to time without changing the general character of the post. It should not be regarded as a legal document or a set of conditions of service.

An appointment to this post will be subject to an enhanced disclosure from the DBS, Children's Barred List (List 99) check, receipt of at least two satisfactory references, provision of evidence of identification and right to work, evidence of essential qualifications and medical clearance.

Person Specification: Marketing & Communications Officer		
NOTE TO APPLICANTS – please ensure you note in your online application form how you meet the criteria below. This is used for shortlisting purposes.	Criteria: Essential Desirable	Assessed: Application Interview Task References
<u>Qualifications and Training:</u>		
GCSEs in English and Maths A*-C/9-4 or equivalent	Essential	Application, Interview
Level 4 qualifications in Marketing or PR/Communications or equivalent, or have significant demonstrable Marketing/PR/Communications experience	Essential	Application, Interview
Safeguarding and Prevent training (or to be completed within one month of appointment)	Essential	Application
<u>Relevant Experience:</u>		
Experience of working in a marketing and communications environment	Essential	Application, Interview, References
Successful experience of coordinating communications	Essential	Application, Interview, Task, References
Experience of coordinating marketing campaigns	Essential	Application, Interview, Task, References
Experience of using social media in a marketing context	Essential	Application, Interview
Experience of using a Content Management System	Essential	Application
Experience of producing marketing emails	Essential	Application, Interview
Experience of writing press releases and award submissions	Essential	Application
<u>Skills and Knowledge:</u>		
Motivation and drive to complete tasks autonomously	Essential	Interview
Excellent interpersonal skills with an ability to actively listen and communication effectively with all stakeholders	Essential	Interview
High level of accuracy and attention to detail	Essential	Application, Task
Excellent organisational skills	Essential	Interview

The ability to form, display and maintain appropriate professional boundaries with staff and students	Essential	Interview, References
Knowledge of the Further Education and/or Higher Education sector	Desirable	Application, Interview
<u>Additional Factors:</u>		
Commitment to ensuring the Group is represented positively both internally and externally	Essential	Interview
Ability to work under pressure and to tight deadlines	Essential	Interview
Ability to work using own initiative	Essential	Interview
Ability to work as part of a team	Essential	Interview
Flexible approach and adaptable to change	Essential	Interview
A commitment to the principles of Equality and Diversity	Essential	Interview
As the Group is a multi-campus site, flexibility and willingness to work across all sites is required	Essential	Interview

Please note that due to the volumes of interest and applications, we are unable to give individual feedback to applicants where they have not been shortlisted and selected for interview.