

JOB DESCRIPTION

(This is a description of the job as it is at present constituted. It may be necessary, from time to time, to update job descriptions to ensure that they relate to the job as then being performed. Therefore, management reserve the right to make changes to your job description commensurate with your grade/level in the organisation after consultation with you.)

Post Title:	Director of Marketing and Engagement
Department:	Marketing, Sales and Corporate Affairs
Contract:	Full Time, Permanent
Hours:	37
Location:	Bede
Responsible to:	Vice Principal – Student Services & Registry
Responsible for:	Marketing and Engagement

PURPOSE:

Responsible for all strategic and tactical marketing, insights, reputation building and recruitment activities.

MAIN DUTIES:

Marketing

1. Create annual calendar of market research activity and report outcomes to Governors and senior managers making recommendations for strategic decision making.
2. Create, develop, lead and execute an annual integrated marketing plan, including strategic marketing planning, market research, digital strategies, budget development, and assessment of return on investment based on measurable outcomes.
3. Direct and oversee of all promotions, publications, media relations, social media etc to increase group/college visibility, brand-awareness, reputation and engagement, and ensure strategic marketing draws together all communication elements in a consistent way.
4. Coordinate the promotion of the 'college image' by increasing public awareness of the College and its programmes, services, and opportunities through targeted marketing activities/events with prospective student groups and other key stakeholders.

5. Collaborate with staff from Curriculum, Student Services, Employer Engagement Teams and other Support Teams to develop a deep understanding of college programmes and services in order to persuasively market to targeted student, and employer populations.
6. Lead, develop, implement, communicate and protect the College's brand - assessing the Colleges differentiated brand/market position, and messaging and enforcing policies for the College's branding and style guide (on and off line).
7. Provide leadership, expertise, and creativity in all internal and external marketing efforts to raise awareness and recognition of the College experience, its services and successes.
8. Focus the College's web and digital presence as a tool for marketing, recruitment, student services and business processes with a focus on recruitment and retention including but not limited to the use and optimisation of a CRM tool, geo-fencing, social media, etc.
9. Oversee the technical development and content maintenance of the College's web pages in addition to the production of all major college publications such as prospectuses (including digital), quarterly publications, events calendars, annual reports, materials, print and electronic media etc. consistent with the college brand.
10. Track and pursue emerging technologies in marketing and communications. practices to increase efficiency and effectiveness and to keep the College on the leading edge of current and emerging practices.
11. Working closely with the Vice Principal Partnerships and Commercial, design, plan, launch and oversee a successful 'business ambassador' programme and reputation building programme with employers etc
12. Review the College's pricing strategies across a range of customer facing services in order to ensure customer satisfaction and increased revenue.
13. Review the marketplace and competitor strategies and take responsibility for ensuring the College's remains commercially competitive and is the first choice provider.
14. Seek to secure profitable services from external organisations (strategic employer partners) in accordance with College policy and procedure.
15. Ensure that sales and marketing objectives are aligned and foster a collaborative team environment to drive exceptional results.
16. When working with external partners at every opportunity support the College's strategic priority of employability to drive forward student led social enterprise.

Corporate Affairs

1. Represent the College (deputising for the senior team as required) at national, regional, and local strategic meetings and events.
2. Provide strategic guidance to the Principal and Chief Executive and Senior Leadership team on an array of areas – including strategic and major corporate projects, and work directly on the development and execution of strategic plans and initiatives.
3. Assess and monitor the College's current corporate reputation, develop a reputation strategy including a multi-year plan designed to address key stakeholder reputation gaps as well as deepen any existing areas of strength.
4. Ensure the College's corporate brands serve as the 'face' of the organisation, and can be used as the primary vehicle for supporting and driving reputation-building efforts moving forward.
5. Be the Colleges 'first point person' with government/ officials and associations, responding to and communicating internal and external policy topics/issues and public affairs, crisis and issues management, financial communications and influencer relations/strategic media.

6. Identify opportunities through horizon scanning, lead on and/or contribute to successful bid development/ proposals, and submissions for national/regional awards and competitions, in order to build organisational growth, reputation and success.
7. Weave a continuous narrative across an array of priority activities such as diversity, sustainability, well-being, reward and success etc into internal and external communications
8. Set the 'news agenda' for the College driving collaboration and coordination across the organisation.
9. Develop internal and external communication and media strategies that successfully deliver information and key messages to the employees, stakeholders and the public.
10. Make significant improvements to the collection of College's stakeholder perspective and reporting process (including parents and employers).

Engagement

1. Lead the college's engagement function and teams to ensure preparation, co-ordination and delivery of high quality, innovative recruitment events and activities with and in feeder schools.
2. Lead the college's engagement function to ensure preparation, co-ordination and delivery of high quality, innovative recruitment events and activities for identified colleges, liaising with appropriate internal and external stakeholders.
3. Ensure the Colleges engagement teams are outstanding, knowledgeable and professional representatives of the College at recruitment events, exhibitions, school and HE fairs, visits and other relevant events, liaising appropriately with staff, students, parents and other relevant stakeholders.
4. Ensure the provision of up-to-date expert information on college courses and progression opportunities across the group to students wishing to progress.
5. Work collaboratively with the college team to coordinate and deliver recruitment.
6. Lead, develop and successfully implement strategies to meet recruitment targets to College courses.
7. Lead the college's admissions and information services functions to ensure an exceptional customer experience at every touchpoint prior to and including enrolment.
8. Develop and support initiatives to increase life value from each student and customer, and maximize retention of students.
9. Lead a culture of continuous improvement in recruitment, recording feedback and analysing relevant data to be shared with College leadership

General Duties

1. Represent the College positively and effectively with stakeholders.
2. Take appropriate responsibility for the safeguarding and promotion of the welfare of children and/or vulnerable adults.
3. Uphold College values and personal standards appropriate to the post.
4. Develop and maintain personal and professional standards and undertake relevant professional development as and when required.
5. Have due regard for equality and diversity; safeguarding; Prevent and British Values, in all aspects of service delivery and employment.
6. Work at any of the College sites on a temporary or indefinite basis.
7. Undertake such duties as are reasonably allocated, appropriate to the grade of the post.

Signed.....Dated.....

PERSON SPECIFICATION – Director Marketing & Engagement	Essential	Desirable	ASSESSMENT METHOD			
			Certificate	Application Documents	Reference	Selection Process
Qualifications						
Qualified at Level 6 (degree) or above in a relevant subject area e	★		★	★		
Membership of a relevant professional body		★	★	★		
An appropriate professional qualification in Leadership and Management at level 4 or above		★	★	★		
Evidence of Marketing related CPD	★		★	★		
Experience						
A strategic thinker with a ‘can-do’ attitude to delivery who is happy to take a hands-on approach when needed	★			★	★	★
Experience of promoting and developing and growing a vibrant brand in a complex organisation	★			★	★	★
Experience of running communications and PR team in a large organisation using multiple channels and digital media.	★			★	★	★
Proven track record in senior management role	★			★	★	★
An effective leader, with experience of leading, motivating and developing people at all levels with an ability to create a working environment in which people can thrive and are trusted to deliver to shared objectives	★			★	★	★
Highly numerate with strong commercial acumen and keen negotiating skills, able to manage and deploy budgets for maximum cost-efficiency	★			★	★	★
Strong project management expertise with experience of delivering large scale projects	★			★	★	★
Experience of using data and KPIs successfully leading to organisational improvement	★			★	★	★
Solutions oriented, with intuitive problem solving and analytical abilities to find efficiencies	★			★		★
Excellent IT skills, specifically across Microsoft Office suite and Google Analytics	★					★
Experience of leading the marketing function in a sales-focused environment, with track record of delivering against objectives	★			★	★	★
Skills and Understanding						
High performing, resilient, able to act as a professional advocate for the College through building authentic relationships and demonstrating strong personal credibility.	★					★
In-depth understanding and experience of all aspects of the marketing mix	★			★		★
Self-motivated with plenty of initiative and an enquiring mind, who can manage own workload and time in a fast-moving and demanding environment	★					★
Strong interpersonal skills	★					★
A self-assured and confident communicator (written and oral), able to exercise situational leadership when working with a diverse range of employees and stakeholders in a wide range of situations.	★					★
Motivation to work in a multi-campus / college educational environment	★			★		★

PERSON SPECIFICATION – Director Marketing & Engagement	Essential	Desirable	ASSESSMENT METHOD			
			Certificate	Application Documents	Reference	Selection Process
Be assertive with a calm demeanour and able to maintain perspective when faced with challenges or setbacks.	★					★
Committed to innovation and the generation of new ideas	★					★
Personal Attributes						
Creativity balanced with pragmatism and emotional intelligence	★			★		★
The ability to combine a marketing edge with the subtlety of approach needed to bring all members of the College's community on board with new ideas.	★			★		★
Suitable to work with children and young people	★		★ Criminal records check via DBS	★	★	★
Perform consistently with the College's values and interacts in a way that reflects positively on the College, both inside and outside.	★					★
To take appropriate responsibility for PREVENT and the safeguarding and promotion of the welfare of children and/or vulnerable adults.	★			★		★
To uphold British Values, the college values and responsibilities with regard to equality and diversity.	★			★		★
To understand and adhere to college Health and Safety policies and guidelines ensuring compliance with statutory legislation.	★			★		