**CITY COLLEGE PETERBOROUGH**

**JOB DESCRIPTION**

**LEA Division:** City College Peterborough (CCP)

**Department:** Business Operations

**Grade:** NJC Grade 10 SCP 28-32: £ 32,798-£ 36,371

**Reports to:** Business Operations Manager

**Job Title:**Marketing Manager

**Responsible for:** Digital Marketing Officer and Marketing Apprentice

**JOB PURPOSE**

To deliver cross-organisation multi-channel marketing aligned to college strategy that builds brand awareness in our target market and promotes college services. To analyse and report on marketing trends and KPIs and deliver effective short- and long-term campaigns that attract new and retain existing customers. To ensure marketing is delivered within budget, on time and to the required quality and ensuring ROI.

**PRINCIPAL DUTIES AND RESPONSIBILITIES**

1. Working with the Business Operations Manager deliver marketing and communication plans for the College as set out in the marketing strategy and objectives, ensuring all marketing efforts serve to achieve immediate and long-term business goals.
2. Create, maintain and strengthen the organisation’s overall brand through all media avenues and delivery sites
3. Plan, execute, and track traditional and innovative marketing programs across email, events, social media, or content marketing including print, broadcast and online content.
4. Coordinate the provision of proactive and reactive responses to all aspects of media – including social media in a timely way and with full understanding of the news agenda, ensuring that the College’s reputations and integrity are maintained.
5. Identify opportunities for Good News media stories and implement
6. Monitor key performance indicators for marketing and communications strategies, specific campaigns and provide reports on effectiveness and ROI to line manager.
7. Create, proofread, and edit copy for various marketing channels, ensuring a consistent voice
8. Line manage the Marketing team and lead the Marketing Champions team to support effective delivery of Marketing Strategies and Plans across the college. Provide communications expertise, support and advice to teams.
9. Use customer, stakeholder and employee insights and research tools to drive development and innovation and to ensure that all appropriate channels are used to reach and engage with different target audiences.
10. With line manager, establish and manage annual marketing budgeting, phasing and process, attending monthly cost centre finance meetings, quarterly forecasts and budget planning for marketing teams.
11. Maintain a directory and inventory of sales support materials, ensuring all resources are current and accurate, and coordinate the creation of new materials as needed
12. Participate in the college management duty rota, providing holiday and sickness cover as required.
13. Contribute to ensuring the safeguarding of children and vulnerable adults and that the organization’s Prevent duty is met.
14. Contribute to ensuring the College’s Equality and Diversity duty is met.
15. Contribute to maintaining the Investors in People (IIP) and MATRIX (IAG) Standards
16. Assist in maintaining a minimum Ofsted Grade 2.
17. Meet the minimum requirements of Continuing Professional Development (CPD).

**GENERAL DUTIES**

1. To ensure that the Service/Colleges policies with respect of Equal Opportunities are fully met.
2. To contribute to team working across the Service
3. To promote high standards of Health, Safety and Welfare, ensuring that the Service/College complies with statutory requirements.
4. To undertake other reasonable duties at the request of the Head of Service/Executive Principal.

**VARIATION CLAUSE**

This is a description of the post, as it is constituted at the date shown. It is the practice of this Service/College to periodically examine job descriptions, update them and ensure that they relate to the job performed, or to incorporate any proposed changes. The appropriate Manager, in consultation with, the post holder, will conduct this procedure.

In these circumstances it will be the aim to reach agreement on reasonable changes, but if agreement is not possible management reserves the right to make changes to your job description following consultation.

**FLEXIBILITY CLAUSE**

Other duties and responsibilities expressed and implied which arise from the nature and character of the post within the department (or section) mentioned above or in a comparable post in any of the Organization’s other sections or departments.

**Description prepared by**: Julie Bennett Date: 5th May 2022

Head of Service College Operations

**Description authorized by:** Pat Carrington Date: 5th May 2022

Executive Principal

**PERSON SPECIFICATION**

**LEA Division:** City College Peterborough (CCP)

**Department:** Business Operations

**Grade:** NJC Grade 10 SCP 28-32: £ 32,798-£ 36,371

**Reports to:** Business Operations Manager

**Job Title:** Marketing Manager

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| **ATTRIBUTES** | **ESSENTIAL CRITERIA** | **DESIRABLE CRITERIA** |
| **KNOWLEDGE** | * Detailed knowledge on various marketing platforms, channels, and best practices, including traditional, social and digital, marketing * Expert knowledge of Content Management Systems (CMS). * Knowledge of customer relationship management (CRM) tools * Events Management * Business to business marketing * A good working knowledge of Microsoft Office | * The environment in which local government operates * Peterborough communities and businesses |
| **SKILLS & ABILITIES** | Proven ability in:   * Being a self-starter and able to independently move projects forward, prioritising tasks, and meeting deadlines and budgets * Strong analytical skills to evaluate metrics and create reports. * Creative mind with superb written and verbal communication skills as well as outstanding copywriting and proofreading skills * Critical and conceptual thinker with strong problem-solving and research proficiencies. * Can multi-task under pressure, flex with changing requests, take the initiative and be highly organised * Strong and effective interpersonal and influencing skills in groups, teams and one-to-one situations * Hands-on mentality * Highly motivated and committed to achieving excellence * Leading by example |  |
| **EXPERIENCE** | * Experience in marketing role at Manager or Coordinator level * Experience with research using data analytics software * Experience working with budgets and forecasting * Stakeholder management * Planning high profile physical and digital campaigns and events * Fostering positive and constructive relationships across and outside the organisation. | * Working within the education, social care or local authority sector |
| **QUALIFICATIONS** | * Degree in business administration, marketing, communications, advertising or a related field * Minimum Level 2 qualification in English and Maths |  |
| **EQUALITY AND DIVERSITY** | * Candidates must demonstrate understanding of, acceptance and commitment to the principles underlying equal opportunities |  |
| **SAFEGUARDING AND PREVENT** | * Candidates must demonstrate the understanding of, acceptance and commitment to the principles underlying the safeguarding of children and vulnerable adults and the organization’s PREVENT duty |  |
| **CUSTOMER CARE** | Proven practice in:   * the understanding and practice of effective customer care |  |
| **PERSONAL CIRCUMSTANCES** | * Willing to participate in training for professional development * Adaptable and available to work such hours as reasonably necessary for the performance of duties * Live within easy travelling distance of the workplace | Access to a car |