

Date Issued:

JD Category:

Agreed by:



### Marketing Administrator

<b>Reporting to:</b>	Marketing Manager
<b>Working Hours:</b>	Full-time, on-site (37.5 hours per week)
<b>Salary:</b>	£25,053 - £28,039 (Scale S3, 16-20)
<b>Annual Leave:</b>	26 electable days, 8 statutory days and up to 5 efficiency closure days at Christmas

### Job Purpose

This position plays a vital role in delivering the annual marketing plan for the college. The postholder will respond to requests and queries directed into the Marketing team, providing an in-person presence on a day-to-day basis for curriculum and support teams across the college. The postholder will oversee social media content creation, scheduling and interaction management, and manage the marketing inbox and ticketing system (Asana). They will assist the delivery of a busy show and events schedule whilst helping to ensure that the marketing department runs smoothly.

This candidate should have a passion for marketing, a positive, can-do attitude, and a willingness to get stuck in where needed. Exceptional customer service and communication skills will be beneficial, as will a working knowledge of further education and/or land-based disciplines. This varied role is ideal for anyone who is looking to begin their career in marketing.

### Duties and Responsibilities

#### Marketing Specific Duties

a. Procurement and development of multi-functional written and visual content across a range of college channels.
b. Engage in the life-cycle of a range of events and shows, including recruitment events and open days, functions, community engagement, school visits, official openings, VIP, royal, and ministerial visits.
c. Support the wider marketing team in maintaining an up-to-date photo and video library.
d. Develop and maintain good working relationships with college divisions, providing administrative marketing support.
e. Support with College brand management and brand guidelines as appropriate.
f. Provide reactive support to the wider marketing team on design and creative projects where necessary.
g. Oversight of marketing collateral stock levels and promotional asset tracking.
h. Answer all internal and external marketing enquiries sent through to the central marketing inbox and telephone calls.

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i. Process marketing invoices, raise PO's, coordinate credit card reconciliation and support tracking of marketing spend.
j. Support the collation of market research to help inform marketing strategy.
k. Comply with the marketing and events calendar, adhering to service-level agreements and standardised response times.
l. Collate metrics to support team reporting.

### **Digital Responsibilities**

a. Support the implementation of website change requests using the CMS platform.
b. Assist the sending of regular internal and external communications to various audiences.
c. Help maintain content in line with the social planner, across the Plumpton College official social media channels, managing interactions and engagement and sharing the data with the wider marketing team as requested.
d. Help maintain a tracker of all third-party website listings and mentions, ensuring college information is up to date.
e. Respond to inbound enquiries from the college website and social media as appropriate.

### **PR**

a. Be the first point of contact for inbound media enquiries, logging any requests for information in a professional and prompt manner.
b. Maintain a list of advertising and media contacts on behalf of the team.
c. Source information and stories for press releases and news.
d. Assist the wider marketing team with monitoring of brand perception, brand sentiment and media coverage as appropriate.
e. Contribute to information sharing following news or PR statements with direction from the Marketing Manager.

### **Other responsibilities and duties**

a. Comply with the College's Equality & Diversity and Safeguarding policies.
b. Evaluate, reflect on, and develop own practice, be responsible for own continuous professional development and maintaining accurate records of CPD.
c. Adhere to the College Safety Policy, ensuring that appropriate safety standards are maintained during practical activities.
d. Participate in, and contribute to, activities related to student and staff recruitment, marketing, and other promotional activities on behalf of the College as required.
e. Undertake such other duties commensurate with the grade of the post as may reasonably be required by the Principal.

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### **Qualifications / Skills / Knowledge / Qualities**

It is crucial that the successful candidate shares our student-focussed values, equality of opportunity, and parity of esteem for staff and students.

At Plumpton College we are:

1. Enterprising
2. Passionate
3. Professional
4. Supportive
5. Ambitious
6. Progressive

<b>Essential criteria for the post</b>
a. Excellent written, verbal and presentation skills, including the ability to turn complex material or jargon into plain English.
b. An ability to brief people clearly and succinctly.
c. Administrative experience of working as part of a team in an office-based environment
d. A track record of delivering objectives against tight deadlines.
e. A positive and proactive approach, prepared to generate new ideas and carry them forward.
f. Able to effectively work as part of a team and/or depend on own initiative.
g. Excellent multi-tasker who works well under pressure in a busy environment to tight deadlines.
h. Have capacity to build positive relationships with a diplomatic and sensitive approach combined with excellent negotiating skills and an ability to build a rapport and trust at all levels of the organisation and externally.
i. Calm under pressure, resilient, and professional.
j. Excellent grasp of MS Office Suite, Canva for Education, familiarity with a CMS platform such as HubSpot.

<b>Desirable criteria</b>
a. Experience of working in the education sector.
b. Experience of digital marketing including social media platforms.
c. Knowledge of website build and creation including content management systems.
d. Creative skills, knowledge of editing packages (Adobe Creative Suite).
e. Experience of the different aspects of events management

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## **CONDITIONS OF EMPLOYMENT**

### **Working Hours**

Basic working hours are from 08.30 to 17.00 Monday to Friday, but some flexibility will be required to meet the needs of the business. This is an all-year-round post. There will be significant evening/weekend working required to support departmental activities, and whole college recruitment and promotional events. TOIL will be given in line with College policy for these commitments where applicable.

### **Annual Leave**

The holiday year is from 1 September - 31 August each year. The annual leave entitlement for this role is 26 working days, plus 8 bank holidays and up to 5 efficiency days when the college closes at Christmas. Annual leave is bookable subject to business needs and should be planned and agreed with your Line Manager. Annual leave sheets will be available from the start of the new holiday year.

### **Continuous Professional Development (CPD)**

This post will be entitled to CPD for skills updating, personal and professional development. All CPD must be planned, agreed, and booked with your Line Manager.

### **Benefits**

The candidate appointed to the post will automatically become a member of the Local Government Pension Scheme and pay contributions as determined by annual salary levels. The pension scheme includes life assurance cover, and the College will also pay a contribution towards your pension. There is also free car parking and a competitively priced dining room service.

### **Equality and Diversity**

Plumpton College is committed to the promotion of equal opportunities and is dedicated to pursuing non-discriminatory policies and practices and eliminating unfair discrimination on any basis. This means that no job applicant will receive less favourable treatment than another on grounds of gender, marital status, age, racial origin, disability, sexual orientation or political or religious beliefs.

### **Criminal Record Check via the Disclosure Procedure**

The Rehabilitation of Offenders Act 1974 gives individuals the right not to disclose details of certain old offences when asked about their criminal record as they may be defined as 'spent'. There are exemptions to this if the individual is offered a post which involves contact with children or regular work at an establishment exclusively or mainly for children.

The post you have applied for falls into this category and, therefore, requires a criminal background check.

If a job offer is made, you will be asked to apply for a DBS Disclosure Certificate. The Disclosure Certificate will contain details of current and "spent" convictions, cautions, reprimands, or warnings held on the Police National Computer, excluding certain specified old and minor offences.

The DBS Disclosure will also indicate whether information is held on government faculty lists of those individuals who are barred from working with children or vulnerable adults (if applicable).

The post-holder cannot begin employment with the College until the DBS Disclosure Certificate is received and considered by the Principal.