PLUMPTON COLLEGE

# Marketing Officer

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| **Reporting to:** | Marketing Manager |
| **Working Hours:** | Permanent. Full-time (37.5 hours per week) |
| **Salary:** | S4 - £26,526 – £30,565 |
| **Annual Leave:** | 26 electable days, 8 statutory days and up to 5 efficiency closure days at Christmas |

## Job Purpose

This role will assist and support the Marketing Manager and wider Marketing and Schools Liaison team in delivering the marketing strategy for the college. This will be through the careful planning, execution, monitoring and review of planned campaigns and ongoing activity that enhance brand visibility, drive engagement and support growth.

This candidate should have a passion for marketing and the education sector, with an appreciation of the broader media and digital landscape. By collaborating with internal teams and external partners, the Marketing Officer ensures that all marketing activities align with the college's objectives and maintain brand consistency.

They should be flexible, open to new challenges and able to work in a fast-paced, deadline driven environment.

## Duties & Responsibilities

| Marketing Strategy & Campaigns |
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| - Devise and implement marketing activities across study types using online and offline channels.<br>- Support the development and execution of marketing campaigns in print and digital media.<br>- Gather and analyse data to inform and improve future marketing strategies.<br>- Maintain brand management, ensuring adherence to brand guidelines and templates.<br>- Support the Marketing Manager with the monitoring and tracking of marketing spend across campaign and wider activity. |
| Content Creation |
| - Design and write copy for marketing materials, including corporate documents.<br>- Create and manage a pipeline of content (written, photography, video) for use across multiple platforms, including user/student-generated content.<br>- Brief and coordinate print projects, such as prospectuses, brand projects and promotional materials. |

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| - Develop a repository of stories and content about students, alumni, curriculum, and college activities.<br>- Ensure marketing content and data handling comply with UK GDPR policies and the college's safeguarding and image consent procedures.<br>- Use Hubspot to support with prospective student nurturing and tracking how enquiries convert into applications and enrolments, plus schedule and optimise content per channel. |
| Digital Marketing |
| - Manage organic social media profiles: source, devise, schedule, and report on social media content.<br>- Develop audience personas for social channels and create guidance for stakeholders.<br>- Explore trends and testing practices for social media platforms.<br>- Plan, set-up, test and track digital marketing campaigns across Meta, LinkedIn, TikTok and Google Ads to support the marketing strategy.<br>- Maintain and update website content using the CMS, ensuring SEO optimisation and brand consistency.<br>- Support on website development projects in collaboration with agencies.<br>- Monitor and report on website performance and KPIs.<br>- Develop and manage email marketing campaigns, scheduling content aligned with marketing activities and application processes.<br>- Evaluate and report on email and digital campaign performance. |
| Public Relations |
| - Proactively manage media relations: respond to media requests and issue press releases.<br>- Monitor brand perception, sentiment and media coverage.<br>- Build and maintain relationships with local, national, and specialist media.<br>- Ensure adherence to media policies on site.<br>- Identify and help prepare suitable staff for media interviews. Update staff on relevant news and statements. |
| Event Coordination |
| - Organise and staff college events such as recruitment and transition events, open events, community engagement, official openings, VIP, royal and ministerial visits.<br>- Assist the school liaison team with events and promotional activities.<br>- Support alumni engagement initiatives. |
| Market Research |
| - Gather data and research for monthly marketing reports.<br>- Conduct research to support marketing campaigns and inform strategies, including competitor research and local or regional trends. |
| Internal Communications |
| - Support the development and maintenance of internal communication channels as required.<br>- Keep staff informed of marketing updates and institutional news. |
| Collaboration & Stakeholder Engagement |
| - Develop and maintain excellent working relationships across college divisions, helping provide a responsive support service and achieve their targeted growth. |

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| - Collaborate with external agencies, creative partners, and suppliers.<br>- Establish systems for efficient production and dissemination of information.<br>- Utilise and optimise team scheduling and planning software to streamline our service, track and manage projects goals and outcomes. |
| Compliance & Professional Development |
| - Adhere to Equality & Diversity, Safeguarding, and Health & Safety policies.<br>- Continuously evaluate and develop own professional practice and maintain CPD records.<br>- Participate in college recruitment, marketing, and promotional activities.<br>- Undertake other duties commensurate with the role as required by the Principal. |

**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. enthusiastic about learning
2. responsive to student, customer and community needs
3. aspiring to the highest standards
4. professional and enterprising
5. innovative and creative, and
6. friendly and welcoming

| **Essential criteria for the post** |
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| a. Educated to degree level or equivalent. |
| b. Excellent written, verbal and presentation skills, including the ability to turn complex material or jargon into plain English. |
| c. An ability to brief people clearly and succinctly. |
| d. Experience of digital marketing including social media platforms. |
| e. Experience of producing information for a wide range of stakeholders, including the public e.g. prospectus, leaflets, brochures - including knowledge and experience of commissioning print, design and photography. |
| f. Experience of working confidently with journalists proactively and reactively - this includes placing stories and having a sense of 'news'. |
| g. Experience of working in complex organisations and delivering marketing and communications campaigns. |
| h. A track record of delivering objectives against tight deadlines. |
| i. A positive and proactive approach, prepared to generate new ideas and carry them forward. |
| j. Prepared to work as a member of the team and on own initiative. |

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| k. Excellent multi-tasker who works well under pressure in a busy environment to tight deadlines. |
| l. Excellent attention to detail. Diplomatic and sensitive. Excellent negotiating skills and an ability to build a rapport and trust at all levels of the organisation. |
| m. Calm under pressure, resilient and professional. |
| n. Confident, outgoing and dynamic personality. |

| **Desirable criteria** |
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| a. Experience of working in the education sector. |
| b. Knowledge of website build and creation including content management systems |
| c. Creative skills, knowledge of editing packages such as Adobe Creative Suite and Canva |
| d. Previous experience using Meta Business Suite, Google Suite, HubSpot and Asana. |
| e. Experience of events management. |

**CONDITIONS OF EMPLOYMENT**

**Working Hours**
Minimum 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 some evening and weekend working required to support departmental activities, and whole college recruitment and promotional events.

**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 is booked via our self-serve portal, iTrent.

**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.