

**Job title:** Marketing Officer (Social Media)

**Responsible to:** Head of Admissions & Marketing

**Job Purpose:** Work with the Head of Admissions & Marketing in the promotion of the College

*The post holder will be required to work on the day prior to, as well as, Level 3 results day (A Levels and BTECs) to co-ordinate and manage media coverage. TOIL will be given as appropriate.*

**Key Responsibilities:**

**1. Social Media and Website**

- Create, schedule and publish content for the College's social media channels (primarily Facebook and Instagram)
- Maintain updated content for the College website to promote key events, news and developments
- Liaising with colleagues and students as appropriate to identify and promote newsworthy material. To include these on the College website and social media
- To monitor online activity and media coverage statistics and report on levels of interest in, and effectiveness of, College website and digital/social media campaigns

**2. Promotional literature, videos and content**

- To assist in the production of the College's marketing publications, videos, advertising and campaigns. This includes liaising with key suppliers (e.g. design, print, photography) and assist with the administrative tasks related to these projects
- Support Admissions in the creation of presentations and promotional materials for use at school careers events

**3. Public Relations and Communications**

- To support the Marketing Officer (PR & Comms) with the delivery of press and media communications
- Ensure that the College brand is promoted and used throughout the College

**4. Marketing campaigns and digital media**

- Assist with the planning and implementation of key marketing and advertising campaigns across digital and print media
- Provide evaluation on campaign and website performance

## **5. Events**

- Assist in the planning of events encompassing the promotion, photography and publicity of in-house events including but not limited to enrolment, welcome days, taster days, sports events, Awards Evening and Oxbridge offers
- Assist in the organisation of and participate in on-campus events and open evenings, supporting the Admissions team in enrolment activities, interviews, recruitment activities and careers events within schools, as required

## **6. Other responsibilities as directed by the HoD**

- Maintain updates and accurate information for marketing databases, processes and administration
- Provide support to other College departments in relation to promotional activities, for example, loaning of cameras, downloading of digital images, distributing and maintaining records of gifts and supplies.
- Cover, as far as is practical, the work of the Marketing Officer (PR and Comms) in her/his absence
- Prioritising the safeguarding of all students, participating in training on safeguarding matters as required.
- Contributing to the elimination of unlawful discrimination, harassment and victimization, advancing equality of opportunity and fostering good relations between people who share a protected characteristic and those who do not.
- Any other duties as may reasonably be required by the HoD and the College Principal.

Lacey Callanan  
Head of Admissions and Marketing  
October 2024

Post: Marketing Officer (Social Media)

Category	Essential	Desirable	Ascertained by:
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to A level or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> <li>• PR/Marketing qualifications e.g. CIPR Advanced Certificate/Diploma,</li> <li>• Member of CIPR/CIM</li> </ul>	Application form/original certificates at interview
<b>Experience</b>	<ul style="list-style-type: none"> <li>• At least two years' experience of social/digital media for marketing</li> <li>• Production of marketing materials including print, video and digital</li> <li>• Experience of website content management</li> <li>• Experience of digital email marketing campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working in education, particularly the sixth form sector</li> <li>• PR/press experience, including sourcing and writing press releases, reputation/brand management</li> <li>• Experience of coordinating and organising events, presentations and briefings</li> </ul>	Application form/references
<b>Additional Skills and Abilities</b>	<ul style="list-style-type: none"> <li>• Commitment to the needs and welfare of young people</li> <li>• High level verbal and written communication skills</li> <li>• Strong copywriting, proofreading and editing skills</li> <li>• Proven administrative and organisational skills</li> <li>• Able to use initiative and to work unsupervised</li> <li>• Ability to form positive relationships with colleagues and external contacts</li> <li>• Confident public speaker</li> <li>• Enthusiastic, energetic and able to enthuse others</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of design/editing software (e.g. Photoshop, InDesign)</li> <li>• Liaising with, and managing, external suppliers and agencies</li> <li>• Awareness of social media and its potential in student recruitment</li> </ul>	Application form/interview/references/task

<b>Category</b>	<b>Essential</b>	<b>Desirable</b>	<b>Ascertained by:</b>
<b>Other</b>	<ul style="list-style-type: none"><li>• Valid driver's licence</li><li>• Flexibility to respond to changing demands and to work out of hours where necessary</li></ul>		Interview/references/ task