

**Job title:** Senior Marketing Officer

**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**

- The development and implementation of PSC's social media strategy and digital promotion/advertising campaigns to facilitate increasing levels of engagement of current and prospective students and the general public
- Work with Web Services to ensure PSC's website is regularly updated to effectively promote upcoming events and to reflect accurate, relevant and up to date information and news
- To monitor on-line activity and media coverage statistics and report on levels of interest in, and effectiveness of, College website and digital/social media campaigns

**2. Public Relations and Communications**

- To support the Marketing Officer (PR & Comms) with the delivery of press and media communications
- 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 and evaluate media coverage and report, as required, by the HoD, SMT and/or Board of Governors
- Work with the Principal's PA in organising the annual Awards Evening
- Ensure that the College brand is promoted and used throughout the College

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

- Play a key role in the development design, procurement and delivery of all marketing and advertising collateral, including prospectus, brochures, flyers and posters, and promotional videos
- Liaise with key suppliers (e.g. design, print, photography) and assist with the creative content of all College materials
- Support Admissions in the creation of presentations and promotional materials for use at school careers events
- Maintain updated content for the College website to promote key events, news and developments

#### **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
- To support the Admissions team by representing the College and present at school year group assemblies, as required by the Head of Admissions and Marketing

#### **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  
September 2024

Post: Senior Marketing Officer

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> <li>• Experience of designing, implementing and evaluating effective communication strategies</li> <li>• Experience in the analysis and interpretation of data to inform strategic planning</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>• Proficiency in Adobe Suite</li> <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> </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

Category	Essential	Desirable	Ascertained by:
	<ul style="list-style-type: none"> <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>		
<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