

Role Profile

General Details	
Job Title	Marketing Manager
Vacancy Number	VN308
Department	Services to Students, Marketing & Admissions
Reporting to	Director of Services to Students, Marketing & Admissions
Responsible for	Marketing Team
Place of work	Telford College, Haybridge Road
Tenure	Permanent
Hours/FTE	37 hours per week
Salary	Circa £37k per annum, dependent upon experience
Terms & Conditions	Management
DBS	Enhanced
Closing Date	Friday 15th February 2019
Interview Date	Week commencing Monday 18th February 2019

The Post

Telford College seeks to maximise resources and provide the best possible experience to all students enrolled. This post requires a dynamic and innovative individual who will deliver the strategic aims and lead the operational management of the Marketing Team. The post holder will be pro-active in undertaking the responsibilities to deliver brand management, positioning the College to achieve challenging targets for recruitment, using creative media, digital marketing, appropriate resource allocation and leading the Team.

The post holder will provide a key role, working with the Director of Services to Students, Marketing and Admissions, and the Senior Leadership Team to develop and deliver a dynamic, pro-active, responsive marketing strategy and activities specific to the needs of the College and lead on the implementation through effective delivery of the strategy.

Reporting to the Director of Services to Students, Marketing and Admissions, the post holder will be responsible for planning all activities promoting the College to achieve the College's recruitment targets. This will require an individual with skills and/or experience of a role whereby targets are achieved through recruitment, 'keep warm' and conversion activities. Preparing monthly and termly management reports, monitoring and achieving Team goals and outcomes.

The post holder will be an inspirational leader responsible for the line management of the Marketing Team and create a positive culture for team members to develop and deliver innovative ideas and campaigns. They will be expected to build an aspirational attitude of improvement and excellence, managing relationships within the Team, working with College staff, across the College curriculum areas and with external stakeholders.

The post holder will embody the College ambition to increase its local, regional and national impact and awareness and strengthen its position as a top provider of post-16 education. Focusing on ensuring applications, offers and enrolments meet key performance targets and that the admissions processes are highly effective and technologically-led to enhance the individual's journey from initial contact to progression beyond the College.

Main duties and responsibilities

The successful applicant will:

- Support the Director of Services to Students, Marketing and Admissions through the development of annual marketing and schools engagement strategies, developing the annual marketing plan tailored to meet the dynamic and changing needs of the College specific to their target audiences.
- Be responsible for the line management of the Marketing Team, including regular 1-to-1s, day-to-day workload management and direction, meeting targets and dealing with internal and external customers, annual personal development appraisals and reviews, regular team meetings and other managerial duties.
- Lead on campaign development, through both online and offline implementation, booking appropriate media to develop new leads and implement appropriate marketing communications, tactics and activities ensuring successful conversion of enquirers and applications. Work with colleagues across the College to promote and grow social media channels and all online media, ensuring a cohesive approach and consistent 'tone of voice' and continuous positive reputation outcome.
- Ensure metrics and data capture are used to inform and tailor future marketing and communications activities. This includes regular monitoring, reviewing, improving existing College marketing plans and activities on an on-going basis, particularly in offering innovative approaches to application received during the recruitment cycle.
- Take overall responsibility for monitoring and reporting on the impact of marketing activities, providing the Director of Services to Students, Marketing and Admissions with a monthly report on activity undertaken and any recommended actions to ensure college key performance targets are achieved.
- Oversee PR and press activity ensuring campaigns are in line with the College strategies and utilise key messages. Support across College with the delivery of internal communications activity, ensuring that all staff are clear on the vision and mission, current performance, future developments and priorities of the College.
- Taking responsibility for continuous development of, and contribute to the success of, College Open Events, working with staff to ensure there is maximum conversion from enquiry to applications on the day to achieve College targets.
- Oversee the development of the College website ensuring there are regular updates to course information and frequent opportunities to enhance the College presence online. Monitor with the Team regularly to maintain the highest standards of information and access. To be in line with Office for Students criteria and regulations for Higher Education.
- As a key member of meetings to report on trends, challenges and key issues across the College, report back and follow-up key actions related to these meetings to ensure best practice, including regularly meeting with key internal stakeholders. Lead on market analysis and development particularly to support curriculum planning and review the market, competitor activity and identifying threats and new opportunities. This includes methods of delivery, curriculum content, fees, take up trends, and direction of markets with local, regional and national data.
- Ensure that College marketing and communications are consistent, dynamically managed with brand guidelines and standards appropriate to the College and act as the

brand champion, maintaining quality standards in the delivery of College communications and promotions activity.

- Encourage and co-ordinate best marketing practice across the College by providing support to staff through training, presentations, workshops and personal advice. This will include working with colleagues in other central services to identify models of best practice in staff training exercises to raise marketing expertise within the college.
- Together with the Director of Services to Students, Marketing and Admissions lead the stakeholder development strategy for the College, monitor its implementation and represent the college to outside bodies as appropriate. Initiate and maintain good strategic relationships with outside organisations assigned to you and initiate appropriate collaborative projects with these partners.
- Manage the marketing budget to ensure appropriate and effective value for money, compliance with financial regulations and report regularly on outcomes.
- Ensure marketing plans promote equality and diversity (E&D), report to Equality and Diversity Committee on marketing activities and support the completion of the annual E&D report.
- Undertake risk assessments appropriate to activities to ensure the marketing team complies with the College Risk Management requirements.

Other Corporate Responsibilities

- Reflect the vision, mission, aims and values of Telford College.
- Always strive for continuous improvement in your professional practice and delivery of outcomes.
- Participate in the College's appraisal process and engage in continuous professional development.
- Be compliant with GDPR/Data Protection Act arrangements and confidentiality.
- Identify the financial, health and safety, equality, safeguarding, confidentiality or other risks associated with the post's sphere of responsibility and define and take positive action to manage these risks.
- Carry out such other duties as may reasonably be required from time to time.
- Carry out all the duties in the context of the practical application of the College's equal opportunities policy, child protection and safeguarding policy and acting responsibly at all times in order to maintain the health and safety of yourself and others.

This role profile is current as the date shown. It is liable to variation to reflect changes in the job.

PERSON SPECIFICATION

EVIDENCE KEY

A =	Application
I =	Interview
C =	Certificate
Or a combination	

	Essential	Desirable	Evidence
1. Degree in related specialism	✓		A/C
2. Higher degree, Masters or other recognition award		✓	A/C
3. Professional qualification relevant to the role		✓	A/C
4. Proven experience of working in a marketing or related field with a proven track record of effective campaigns	✓		A/I
5. Minimum 2 years management experience in a similar role/environment	✓		A/I
6. Experience of working in an educational or similar environment in a line management capacity		✓	A/I
7. Previous experience of marketing within an educational or related field		✓	A/I
8. Membership or willingness to be a member of the Institute of marketing	✓		A/I
9. Substantial experience of working in a digital marketing, web, social media and communications environment for promotions and marketing purposes	✓		A/I
10. High standards of written and oral communication, evidenced by a portfolio of examples	✓		I
11. Ability to perform to deadlines and budgetary constraints	✓		A/I

12. Experience in collecting, handling and analysing research data	✓		A/I
13. Excellent copywriting skills	✓		A/I
14. Ability to lead, motivate and negotiate as well as work as an effective team member	✓		A/I
15. A creative and innovative approach to problem solving	✓		A/I
16. Successful management and delivery of projects and events to time and quality criteria, with multiple stakeholders involved	✓		A/I
17. Excellent interpersonal skills with the ability to build good relationships with employers, the wider community, staff, students, visitors and other stakeholders	✓		A/I
18. Ability to influence people in senior positions	✓		A/I
19. Very high levels of personal commitment and the ability to work effectively under pressure at all times	✓		A/I
20. Strong administrative and organisation skills, ability to prioritise, exercise good time management and use organisational skills to meet deadlines	✓		A/I
21. Keeping up to date with changes and trends within the industry and undertaking relevant training and development opportunities to ensure skill meet the requirements of the job role	✓		A/I
22. Flexibility to work out of hours as required including weekends and evenings	✓		A/I
23. An understanding of and commitment to diversity and equality of opportunity	✓		I

24. Knowledge and/or competencies of health and safety as relevant to the post and a commitment to safeguarding the health and safety of learners and others	✓		I
25. Level 2 qualification (GCSE A*- C, or equivalent) in maths and English	✓		A/C

BENEFITS

The post holder will be employed by Telford College of Arts and Technology. The College offers a range of benefits as follows:

- The College has successfully achieved the Investors in People Silver award following an independent assessment. The standard is a framework of best practise promoting good leadership and management and covers areas such as vision and strategy, continuous improvement and learning and development.
- Generous annual leave entitlement of 35 days plus 8 Bank Holidays and 2 additional days currently the Tuesday following Spring Bank Holiday and August Bank Holiday Monday (all leave is calculated pro rata for part time staff).
- A pension scheme administered through the Local Government Pension Scheme. Full details of the scheme will be given upon appointment. Admission to the scheme is automatic but you may opt out if you so wish.
- The College offers a comprehensive induction programme for new staff to enable you to settle into your role. You will also have a full induction into your area of work.
- Access to a range of staff development opportunities including both personal and professional development. All staff have a contractual entitlement to a minimum of 10 days professional and/or curriculum development.
- A healthy College ethos with a modern, fully equipped fitness centre. This centre can be used by any member of staff during College term times. The College also has preferential rates with national fitness centres in the area including the 4* hotel opposite the College who have a lifestyle centre with pool.
- Occupational Health provider who offers regular (and totally confidential) health checks with blood pressure monitoring, cholesterol checks, "well man" and "well woman" type checks on behalf of the College.
- Deductions from salary to Paycare for a range of health benefits such as dental and optical charges, specialist fees and a wide range of complementary medicine.
- A modern refectory and several coffee bars situated throughout the campus offer a range of healthy eating options.
- A full range of hairdressing and beauty therapy treatments and complimentary treatments are available to staff in our new and purpose built salons.
- Deductions from salary to the local Credit Union for savings and discounted loans.
- Child Care vouchers through a salary sacrifice scheme.
- Access to newspapers, periodicals and the loan of books, DVDs and videos through our Learning Resource Centre
- Car parking for over 500 cars with CCTV cameras and security patrols.
- The College is located on the edge of the small market town of Wellington which is part of Telford, situated in the lovely county of Shropshire. We are 13 miles from the historic county town of Shrewsbury and 8 miles from the World Heritage Site of Ironbridge.

ADDITIONAL INFORMATION

Applications

All sections of the application form should be completed and returned to the Human Resources, Telford College, Haybridge Road, Wellington, Telford, Shropshire TF1 2NP. Curriculum vitae will not be accepted.

Selection

Full consideration is given to every application, but candidates who do not receive an invitation to an interview within 4 weeks of the closing date are asked to assume that they have been unsuccessful. No formal notification is made to candidates not called for interview.

Applicants called for interview will be invited to attend the College to participate in a planned selection programme. Details of this programme will be sent to short-listed candidates.

Closing Date

Please return applications by the closing date specified above.

Conditions of Appointment

All Appointments to the College are subject to:

- Verification of relevant qualifications
- Receipt of references considered suitable by the College
- Verification that you are legally permitted to work in the United Kingdom
- Disclosure & Barring Service (DBS) Checks

The College's policy is to have an enhanced disclosure check for all posts. As an organisation using the Disclosure & Barring Service (DBS) to assess applicants' suitability for positions of trust, the College complies fully with the DBS Code of Practice and undertakes to treat all applicants for positions fairly. It undertakes not to discriminate unfairly against any subject of a Disclosure on the basis of conviction or other information revealed. The College has a written policy on the recruitment of ex-offenders which is available from Human Resources.

Equality and Diversity

The College is an equal opportunities employer and encourages applications from all sections of the community.

The College welcomes applications from persons with disabilities and will interview any person with a disability who meets the essential criteria for the role as outlined in the person specification.

Safeguarding

The College is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff to share this commitment.

GENERAL BACKGROUND

Telford College is a medium to large Further Education College based on a single 23 acre campus in the market town of Wellington. The College provides much of its provision in community venues and on employers' premises. Uniquely for the region, the College has an Employer Responsive provision which accounts for roughly the same size as the Learner Responsive provision. The Employer Responsive provision has a number of impressively large contracts with some "blue-chip" national companies.

The College has an extensive provision for students with learning difficulties and disabilities who enjoy purpose built accommodation.

The College's mission is, "Where Great Futures Begin and Every Learner Matters".

The College annually recruits in excess of 20,000 students, of whom approximately 2,000 are full-time. This makes the College the largest provider of further education in Shropshire.

The College is committed to extending its work amongst adults and young people who have not traditionally participated in further education. Partnership working with local primary and secondary schools to raise educational aspirations is a key feature of the College.

The College employs 500 full-time and part-time staff and engages an additional number of lecturers on an agency basis. The College has an embedded culture of continuous improvement; it is very entrepreneurial, competitive and ambitious for its staff and students. The College's character and strategic priorities are determined by its Corporation, a group of individuals drawn from diverse parts of our community and who act as Governors of the College. Their contribution to the College is greatly appreciated.

The College is committed to the personal development of all of its students and staff. The College ethos is both caring and highly professional. Partnership working, equal opportunities and health and safety are very high profile in the College and a normal part of how it conducts its business.

Value added and enrichment activities are a very important part of the College experience, particularly for our full-time students. The College has superb sporting facilities, including a floodlit 3G pitch, and our Sports Academy enables the development of sporting abilities at all levels from elite athletes to casual participants. The College has an ongoing commitment to campus development and has outstanding facilities.