



**JOB DESCRIPTION/PERSON
SPECIFICATION**

Job Title:	Marketing Officer
Responsible to:	Marketing Manager
Responsible for:	n/a

1.	Job Purpose:
1.1	To plan and implement marketing communications activities to promote Grimsby Institute Group brands or specified partner organisations of the Grimsby Institute Group in line with the Group marketing strategy and plan
1.2	To lead on business-to-business marketing communication activities
1.3	The post holder will also develop, implement, track and optimise allocated digital marketing campaigns across all digital channels (web, SEO/SEM, email, social media and display advertising campaigns) as well as get involved and work with colleagues on non-digital projects.

2.	Key Responsibilities:
2.1	To work within the framework of the Group's marketing strategy and plan
2.2	To implement marketing activities to achieve recruitment targets
2.3	To carry out public relations activity to support and develop the reputation
2.4	Develop and maintain links with local, regional and specialist media
2.5	Undertake delivery of specified digital marketing campaigns web, SEO/SEM, email, social media and display advertising campaigns).
2.6	Track, review and report on digital performance.

3.	Specific Duties:
3.1	Create digital, print and other media format advertising and promotional materials and process, manage / coordinate design and print activity and ensure the final quality of materials is to the highest standard (grammatically, appropriateness for target audience, design) and does not infringe copyright or other legal restrictions
3.2	Update, create, manage / coordinate content for the specified websites and social media sites
3.3	Research, interview and write stories for distribution to a variety of external news media and internal media
3.4	Organise press briefings and PR events
3.5	Collect copy, write articles and edit newsletters and other promotional material
3.6	Photograph events and activities; ensure that material is used in PR, printed and online material
3.7	Plan web, SEO/SEM, email, social media and display advertising campaigns.
3.8	Support internal teams to design, develop and implement digital marketing activity and oversee effective delivery of all campaigns (web, SEO/SEM, email, social media and display advertising campaigns).
3.9	Undertake other non-digital marketing communications activity that supports the marketing strategy of the Group, including, but not limited to, events, offline advertising and marketing collateral.
3.10	Reporting and analysis: track effectiveness of own marketing activity.
3.11	Compile reports for senior management on a weekly/monthly basis.
3.12	Provide support and assistance across various teams and activities. Helping with general tasks, which may involve working across digital, offline marketing and LMI activities which support the Group strategy and plan.
3.13	Participate in meetings, brainstorming and focus groups.
3.14	Keep up to date with developments / news in the industry.
3.15	Undertake other duties as directed that are expected in a multi-disciplined marketing team, including, but not limited to, proofing, attending meetings, writing and distributing news.

4.	Budget Responsibility:
4.1	The post has no specific budget responsibility other than the general requirement to ensure that any spending they are responsible for is undertaken in accordance with the Group's purchasing and financial regulations .

5.	Continuing Professional Development:
5.1	The post holder will proactively take part in the Group Appraisal process and will appraise any staff they are responsible for.
5.2	The post holder must undertake all training deemed mandatory by the Group (e.g. Safeguarding, Equality and Diversity and Health and Safety) and will be expected to attend all other relevant training and continuous professional development events. They are responsible for their own professional updating

6.	Health and Safety:
6.1	<p>The post holder will be required:</p> <ul style="list-style-type: none"> • To take reasonable care to safeguard their own safety and that of others with whom they work; • To cooperate with designated officers named by the Governors and/or the Principal and any other designated Institute manager to enable the Institute to comply with its obligations under Health and Safety legislation. • Not to interfere with or to misuse anything provided in the interests of health and safety or welfare. • To report immediately any defects in plant, equipment or the environment

7.	Equality and Diversity:
7.1	The Group is committed to the provision of equal opportunities and strives to ensure that unfair discrimination does not occur. All employees have a duty to ensure unfair discrimination does not occur and to support the implementation of the Institute Groups' Equality policy as appropriate.

8.	Safeguarding Children and Vulnerable Adults:
8.1	The Group recognises that it has a statutory and moral duty towards safeguarding the welfare of children, young people and, if appropriate, vulnerable adults who participate in any Institute group activities and expects all staff to share this commitment. All safeguarding mandatory training and updating must be undertaken (see 5.2)

9.	Group Policies and Procedures:
9.1	All staff are required to be aware of and comply with all Group Policies and Procedures which are accessed via the Virtual Learning Environment.

Note

This job description is current as at the date of your appointment. In discussion with your line manager your post description may be varied at any time to reflect or anticipate changes in or to the post and you may be required to undertake other duties commensurate with the grade of your post.

Please see following page for Person Specification

Qualities	Specific Requirements	E	D
Qualifications and Training	You'll need grade A*- C GCSEs (or Level 2 Functional Skills) in English, Maths, and ICT Foundation Degree / HND / Degree in marketing Or Foundation Degree / HND / Degree in a subject with a high degree of marketing content	E E	D
Specialist Knowledge	A keen interest in marketing is required. This may include knowledge of digital and traditional marketing activities and some experience. It may also include demonstrated interest in the marketing industry which can be evidenced through activities of a marketing nature at school, college, clubs or societies. Excellent IT skills including: MS Office skills (Word, Excel, PowerPoint)	E E	
Experience	Experience in working in a busy marketing function Experience of working in a similar role		D D
Skills and Attributes	Logical and creative thinking skills Organised and professional Ability to work independently and to take responsibility Can use own initiative	E E E E	

	Ability to work with a range of internal and external people Ability to communicate effectively in a variety of situations Demonstrated interest in the marketing industry	E E E	
Other	DBS check carried out on appointment	E	

Qualities identified and determined by:

E = Essential

D = Desirable