

JOB DESCRIPTION/PERSON SPECIFICATION

Job Title:	Marketing Manager (North)
Responsible to:	Group Executive Director of Marketing and Communications
Responsible for:	Senior Marketing Officer, Marketing Officer

1.	Job Purpose:
	<p>You will be responsible for developing and executing brand marketing campaigns and activities in line with the marketing strategy, with a strong focus on awareness, student recruitment, events and communications.</p> <p>You will work closely with our Group Executive Director of Marketing and Communications and educational teams to drive brand awareness and student enrolment, ensuring the TEC Partnership's college and training brands increase market share.</p> <p>You will be focused on our colleges and training providers in East Riding and North Yorkshire, and as part of a partnership-wide marketing team you must be prepared to be agile across these locations as well as contributing to marketing activities across other parts of the TEC Partnership as required.</p>

2.	Key Responsibilities:
	<p>Contribute to, develop and implement comprehensive marketing strategies that align with the TEC Partnership's goals to enhance brand awareness and attract prospective students.</p> <p>Design, execute, and evaluate targeted marketing campaigns across traditional and digital media platforms (e.g., social media, email, print advertisements) to promote courses and events.</p> <p>Organise and promote college events such as open days, workshops, and community outreach programs to engage with current and prospective students and stakeholders.</p> <p>Support and oversee the creation of high-quality content for various channels, including website, newsletters, brochures, and social media, ensuring brand consistency and messaging clarity.</p> <p>Develop and maintain effective communication strategies, ensuring timely and accurate dissemination of information to students, staff, and the community.</p> <p>Prepare and manage marketing budgets, ensuring that resources are allocated efficiently to maximise return on investment for marketing activities.</p> <p>Lead and inspire a small marketing team, fostering a collaborative environment, providing</p>

	<p>direction, and evaluating performance to enhance team output.</p> <p>Work closely with other members of the marketing team, collaborating on strategies and activities outside of direct remit.</p> <p>Collaborate with internal stakeholders (e.g., academic departments, and student services) to align marketing efforts with college goals and ensure coherent messaging.</p> <p>Track and analyse marketing performance metrics, preparing regular reports for senior management to inform decision-making and strategy refinement.</p>
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3.	<p>Specific Duties:</p> <ul style="list-style-type: none"> • Develop a deep understanding of the TEC Partnerships Further and Higher Education offer and markets. • Assess and use the college’s unique selling points and target market demographics in all marketing. • Monitor educational trends to identify innovative marketing opportunities. • Develop and manage annual marketing plans with measurable objectives. • Create campaign briefs detailing objectives, target audiences, and key messages. • Coordinate with graphic designers to develop campaign assets. • Create timelines and schedules for marketing campaigns and events. • Develop advertising creative, messaging, media and present plans within the marketing approval processes. • Monitor campaign performance and adjust tactics based on analysis. • Plan and oversee logistics for open days, information sessions, and outreach activities. • Coordinate with internal teams for successful event execution. • Collect event attendance data and feedback post-events to refine future activities. • Write and edit content for promotional materials and online platforms. • Work with graphic designers to create appealing visuals that align with branding guidelines. • Manage social media profiles, working with the Communications Manager to create a content calendar for posts. • Analyse digital marketing metrics and trends to enhance engagement. • Ensure that all content is optimised for search engines (SEO). • Conduct surveys and focus groups to gather feedback on marketing initiatives. • Analyse competitor marketing strategies and key trends in higher education. • Compile reports on market research findings to inform decision-making. • Work with the Communications Manager to ensure news and college achievements are coordinated to achieve media coverage. • Develop a detailed annual marketing budget, projecting expenses for campaigns and events. • Monitor spending against the budget and report on variances. • Seek cost-effective solutions for marketing needs. • Conduct regular team meetings to align on goals and progress.
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	<ul style="list-style-type: none"> • Provide guidance and training for team members to build their skills. • Set performance targets and conduct appraisals for team members. • Liaise with academic departments to align marketing materials. • Collaborate with student services teams to ensure cohesive messaging for applications and enrolment. • Develop partnerships with local businesses and organisations for cross-promotional opportunities. • Utilise analytics tools to track the effectiveness of marketing initiatives. • Prepare monthly and quarterly reports on marketing metrics to share with Group Executive Director of Marketing and Communications. • Set benchmarks and KPIs for future marketing efforts based on past performance. • Participate in regular brainstorming sessions to generate new marketing ideas and strategies. • Share insights and best practices from your own areas of responsibility to enhance team performance. • Collaborate on cross-functional projects that require joint marketing efforts.
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4.	Budget Responsibility:
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4.1	The post holder is required to ensure that the areas under their responsibility achieve budget on a monthly/ annual basis. The post holder will be required to observe and comply with the financial regulations of the Partnership at all times.

5.	Continuing Professional Development:
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5.1	The post holder will proactively take part in the Partnership Appraisal (PDR) process and will appraise any staff they are responsible for.
5.2	The post holder must undertake all training deemed mandatory by the Partnership (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:
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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 CEO and any other designated Group manager to enable the TEC Partnership 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.
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7.	Equality and Diversity:
7.1	The Partnership 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 Partnership's Equality policy as appropriate.

8.	Safeguarding Children and Vulnerable Adults:
8.1	The Partnership 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.	TEC Partnership Policies and Procedures:
9.1	All staff are required to be aware of and comply with all TEC Partnership 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	<ul style="list-style-type: none"> • Level 2/GCSE English and Maths • Level 4, 5 or Degree in Marketing or related field, or significant relevant experience within a comparable role. 	E E	
Specialist Knowledge	<ul style="list-style-type: none"> • Proven experience in marketing. • Experience within the education sector. • Proven success in developing marketing plans and campaigns • Excellent written and verbal communicationskills • Strong project management, multitasking, and decision-making skills • Metrics-driven marketing mind with eye for creativity • Experience with marketing automation and CRM tools • Strong knowledge of digital marketing, including SEO, SEM and social media 	E E E E E E E	D
Experience	<ul style="list-style-type: none"> • Strong passion for marketing and a desire to continuously learn. • Excellent written and verbal communication skills. • Line management of a small team. 	E E	D
Skills and Attributes	<ul style="list-style-type: none"> • Exceptional communication and interpersonal skills. • Creative thinker who can demonstrate year on year change within previous roles that have been delivered with impact. • Proficiency in marketing analytics tools and data-driven decision making. • Willingness to engage with the wider college community. • Willingness to travel between sites. • Flexibility to work evenings and weekends during events and recruitment periods. 	E E E E E E	
Other	<ul style="list-style-type: none"> • DBS check carried out on appointment 	E	

Qualities identified and determined by:

E = Essential

D = Desirable