

JOB DESCRIPTION/PERSON SPECIFICATION

Job Title:	Senior Marketing Officer
Responsible to:	Marketing Manager (North)
Responsible for:	Marketing activities

1.	Job Purpose:
1.1	<p>The Senior Marketing Officer will be responsible for developing and executing marketing activities with a strong focus on digital promotion (social media, web, Adwords, etc.) and events management, to target prospective students.</p> <p>This role will require an active involvement in different curriculum areas, collaborating with department heads.</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>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>Create content and marketing materials such as prospectuses, brochures, flyers, and posters, website content and social content.</p> <p>Contributing to the development and maintenance of the TEC Partnership and college and training provider brand awareness and identity.</p> <p>Conducting market research to understand student needs and preferences.</p> <p>Build strong working relationships with subject areas for the benefit of those areas, this could be with curriculum leads, teaching staff and students.</p> <p>Gather content on a regular basis to showcase the programmes of study and benefits of studying with us – irrespective of the level.</p> <p>Collaborate with curriculum areas to understand their unique offer, their needs and targets to create tailored campaigns.</p> <p>Plan and deliver a wide range of events, these include open events, information evenings, taster sessions, stakeholder events, and annual graduation ceremonies.</p> <p>Ensure effective administration of data capture and collection adhering to GDPR compliance</p>

	<p>from marketing activities.</p> <p>Stay up to date with industry trends and competitor activities.</p> <p>Assist in managing the marketing budget to ensure activities are monitored and are achieving ROI as planned.</p>
--	--

3.	Specific Duties:
	<ul style="list-style-type: none"> • Assist in developing campaign strategies and timelines. • Create campaign briefs and materials (e.g., creative concepts, budgets). • Coordinate with internal and external stakeholders to ensure campaign execution. • Working with Graphic Designers to create marketing materials, such as adverts, brochures, flyers, and posters. • Create and edit website content, including course descriptions, faculty profiles, and event information. • Ensure website content is accurate, up-to-date, and optimized for search engines. • Create engaging social media ppc adverts (e.g., text, images, videos) that align with the college's brand and target audience. • Schedule and publish ppc ads and organic posts on a regular basis across multiple platforms. • Monitor social media analytics to track engagement and identify trends. • Respond to comments and messages in a timely and professional manner. • Ensure materials are visually appealing, informative, and consistent with the college's brand. • Assist in planning and organising marketing events (e.g., open days, recruitment fairs). • Coordinate logistics, such as venue booking, catering, and staffing. • On-site event management, including registration and information distribution • Identify potential students through various channels, including social media, online databases, and referrals. • Gather and analyse marketing data, such as website traffic, social media engagement, and email open rates. • Prepare reports, as directed, on marketing performance and identify key trends. • Contribute to the development and maintenance of the college's brand identity. • Ensure consistent brand messaging across all marketing channels. • Work closely with other departments within the college, such as student services, and academic staff. • Collaborate with external agencies as needed.

4.	Budget Responsibility:
4.1	<p>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.</p>

5.	Continuing Professional Development:
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:
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

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 3 qualification with a strong Marketing bias, Business or related field, or relevant experience years within a comparable role. 	E E	
Specialist Knowledge	<ul style="list-style-type: none"> • Experience in social media management and digital marketing. • Experience in events management. • Experience of advertising and promotions 	E E	
Experience	<ul style="list-style-type: none"> • Strong written and verbal communication skills. • Excellent organisational skills. • Project management experience. • Proficient user of marketing software such as analytics tools. • Ability to work independently, as well as collaboratively within a team. 	E E E E	D
Skills and Attributes	<ul style="list-style-type: none"> • Exceptional communication and interpersonal skills. • Creative thinker • Willingness to engage with the wider Group community. • Willingness to travel between sites. • Flexibility to work evenings and weekends during events and recruitment periods. 	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