

Job Description and Person Specification



Digital Marketing Officer

Salary:	£25,630 - £27,210 pa Inclusive
Hours:	36 hours per week
Leave:	25 days per annum Plus public holidays plus up to 3 days Christmas efficiency closure
Responsible to:	Head of Marketing
Location:	This post will initially be based at the Main Campus, Isleworth

The purpose of this post: is to contribute strongly to the cross-college Marketing Team through provision of digital marketing work which drives, enhances and improves the college's online presence, social media presence, website and digital media experience, whilst supporting and promoting the wide range of college offline marketing activities and events.

The main duties and responsibilities are to:

Content and Campaigns.

1. Devise & execute a strategy to grow overall audience & engagement on the college's social media platforms including Instagram, Facebook and Twitter profiles.
2. Lead creative campaigns to ensure we are developing the most engaging & cutting-edge content for our platforms.
3. Design and create rich content using Adobe Creative Suite (images and video), researching key trends, and strong visuals to inspire interaction and generate applications.
4. Plan and produce a social content calendar, working with key areas across the business including the Student Experience team, curriculum areas and more to create stories and showcase the college.
5. Work with colleagues to create and promote news, campaigns, and online content for the college website and social media channels.
6. Assist with the planning and delivery of online and offline advertising campaigns.
7. Evaluate and report on customer experience across multiple channels and identify their effectiveness.
8. Adjust graphics ensuring they meet college and social media guidelines, whilst retaining the integrity of the original work and ensuring that college and Safeguarding good practices are maintained at all times.

9. Produce high-quality copy writing, editing and proofing for use in online and email campaigns.
10. Research, produce and evaluate costings for digital campaigns and services.
11. Monitor competitor digital activity across all platforms and make recommendations for future college activity.
12. Produce effective and engaging email campaigns, including through the use of but not exclusively Campaign Monitor, which manage customer data in line with relevant data protection legislation, including compliance with GDPR.
13. Assist in writing creative briefs for college design staff and design and web agencies.
14. Ensure that all course information and content is accurate and up to date by coordinating with curriculum and other college stakeholders to quality check all course uploads/advertising to college and other external websites.

Enhance and Assist with the College Digital Presence

15. Use content management systems to update pages on the college website and create new content, ensuring content is compliant with industry practices and relevant legislation (including GDPR).
16. Enhance the college website's Search Engine Optimisation (SEO) capability and performance.
17. Use digital marketing tools and best practice to ensure that all digital marketing is both effective and tracked to improve the student journey and college recruitment.
18. Work with Google analytics and/or similar analytic tools to optimise web platforms and help determine future strategies. Provide insight and recommendations on ways to optimise the use of the College's website and increase conversion.
19. Report to the Head of Marketing on the performance and success of digital and online marketing campaigns, including the weekly performance of the college website.
20. Ensure that enquiry, application and enrolment information and processes are fit for purpose and customer focused. Where necessary, make changes to ensure accuracy and consistency.
21. Work with the Marketing Team and external developers to create new online functionality.
22. Undertake digital marketing related research to identify and respond to emerging digital marketing trends and identify approaches which enables the college to be the "first to market."

Communications and Events.

23. Assist in communicating any changes in the college's online presence to colleagues and stakeholders.
24. Support the development and ongoing use of online application processes for both students and staff.
25. Work as part of the wider Marketing Team to support all college organised events and school liaison activities.
26. Respond to customer enquiries promptly and appropriately, in line with college guidelines.
27. Attend internal and external events appropriate to the marketing of the college, which will include attendance at all Open Days, Open Evenings and annual Fairs and Awards Ceremonies.
28. Promote a positive image of the college in all contacts with students, employers and professional bodies.
29. Carry out any other comparable duties which may from time-to-time be required.
30. Adhere and comply with the college financial regulations.
31. Undertake additional duties at enrolment times as required, including occasional evening work.

Person Specification

Please study the items in this person specification carefully and when completing your application form try to describe your knowledge, skills and experience in terms of those particular items:

1. Educated to degree level (essential), preferably with an appropriate professional Marketing, Digital Marketing or Digital Communications qualification (not essential).
2. Relevant experience working in a marketing, digital communication or communications role.
3. Ability to create visual content and edit images and videos specifically for social media and web is a must; thus InDesign / Photoshop / Premiere Pro and other Adobe Creative Suite experience desired.
4. Strong IT and digital skills - Microsoft Office, CMS systems, Adobe Creative Suite, Email marketing systems and familiarity using smartphones.
5. Experience updating and maintaining social media channels and websites as well as experience of creating electronic campaigns and online newsletters using email platforms such as Campaign Monitor, Mailchimp etc.
6. Ability to take high quality digital photographs and videos with an eye for detail and design.
7. Experience of successfully organising high profile events, demonstrating good organisational and administrative skills.
8. Excellent written communication skills with the ability to write creative, clear, accurate and succinct copy that gets results
9. Excellent interpersonal skills and the ability to communicate effectively at all levels and with different people, both internal and external to the college. (i.e. students, school children, employers, parents, college staff, management, the media and VIPs.)
10. Ability to prioritise a heavy and varied workload and meet tight deadlines whilst maintaining a professional work ethic and high quality standards.
11. To be a proactive and enthusiastic self-starter with lots of energy, confidence and ideas
12. Demonstrate good teamwork skills.
13. Be able to attend evening and weekend events (with time off in lieu). A full driving licence and access to a car is desirable but not essential.
14. Be willing to undertake training and development as required within the role
15. Possess a Literacy and Numeracy qualification at Level 2
16. Have an awareness and understanding of equal opportunities.
17. An awareness and understanding of Prevent and Safeguarding.

Equality and diversity

West Thames College champions excellence, integrity, equality and respect.

This means we aspire to the highest achievements for our students and the best possible working environment for our staff.

The whole college community - women and men, younger and older, from different social and ethnic backgrounds, a variety of faiths, cultures and languages, lesbian, gay and straight, disabled and non-disabled – we are all treated with the same respect and entitled to the same chances to succeed.

We champion diversity because we know that a rich mix of people makes the college a more productive and creative place to study and work.

And we champion equality because it is the right thing to do.

Closing date: 16 July 2019

Reference No: 6MAC005

Interview date: 22 & 23 July 2019

Conditions of Service

Contract:	Permanent Full time
Salary:	£25,630 - £27,210 pa Inclusive Please note the salary range for this post is points 29 to 31 on the Support Staff scales. Progression up the incremental pay scale is automatic and awarded on 1 April annually.
Pension:	Staff are entitled to participate in the Local Government Pension Scheme subject to its terms and conditions.
Annual Leave:	25 days per annum plus public holidays plus up to 3 days Christmas efficiency closure
Hours:	36 hours per week
Probation:	<p>Employees who commence their employment between 1 September and 31 May inclusive will be subject to 26 weeks probation before their employment can be confirmed as permanent.</p> <p>Employees, who commence their employment between 1 June and 31 August, and those with term time only contracts, will be subject to 36 weeks probation period before their employment can be confirmed as permanent.</p> <p>The extended period of probation is ensure that there is an adequate period of "normal" working during which to provide support and assess an employee's performance.</p>
Disclosure	The post will be offered subject to an enhanced Disclosure satisfactory to West Thames College which will be conducted by the Disclosure and Barring Service.