



Job Title: Marketing Officer

Reporting to: Vice Principal (Students, Community and Progression)

Scale: Support Staff pay spine point 31-33 (£24,677 to £26,359)

Hours: 30-37 hours per week, 52 weeks a year

Job Summary:

- To deliver the Marketing Plan and inform the development of Marketing Strategy.
- As part of the College's business support team, play an active part in the delivery of a responsive and successful customer service provision (in accordance with the College mission, vision and values).
- To promote and protect the College's reputation within the College itself and within the wider community.
- To raise the profile of the College across the Gosport and Fareham community, leading to an increase in application and enrolment numbers

Job Content

Main Duties

1. To deliver the Marketing Plan and inform the development of Marketing Strategy.
2. As part of the College's business support team, play an active part in the delivery of a responsive and successful customer service provision (in accordance with the College mission, vision and values).
3. To promote and protect the College's reputation within the College itself and within the wider community.
4. To work with the Vice Principal/Head of College and the Transition and Progression Manager to develop the Marketing Plan for approval by the Senior Management Team. To review and develop the plan once implemented.
5. Under the direction of the Vice Principal/Head of College, deliver the Marketing Plan including placing of newspaper adverts, writing and publication of press releases, negotiate with radio broadcasters, manage Twitter Feeds and other social media, manage Facebook marketing, and negotiate and manage provision of fixed/mobile advertising displays.

6. To manage promotional communication with parents and students in conjunction with the Vice Principals and Registry Manager.
7. Liaise with, and support, the Transition and Progression Team with the delivery of secondary school and community liaison events e.g. schools assemblies, careers events, gifted and talented events, year 9, 10 and 11 taster days and evenings and year 10 and 11 taster days at the College.
8. To lead the promotion of the Colleges Adult Education provision, including Work Based Learning, Higher Education, Access to HE and community learning. To work with the Adult Education Team to enable this.
9. To provide support as necessary on school liaison visits.
10. To ensure that College publications are delivered to schools as required.
11. To explore opportunities to promote the College within the context of the Marketing Strategy.
12. To monitor expenditure against budget
13. To raise purchase requisitions and procure, as directed, promotional materials as necessary
14. To support the production of college audio-visual promotional videos including the college video and trip videos.
15. To support the production of photography for college promotional materials, including the prospectus and play an active part in the coordination of college trip photography.
16. To manage the production and copywriting of the College prospectus.
17. To contribute to the planning and management of College events including open evenings, Introductory Days, and Leavers' Day.
18. To provide assistance with other cross college activities such as enrolment events.
19. To support the Vice Principal/Head of College on any matters as may be required from time to time.
20. To monitor the internal and external site and advise on aesthetic appeal.

General duties:

1. To maintain a high level of awareness of the principles of safeguarding and child protection as they apply to vulnerable groups;

2. To understand the duties and responsibilities arising from College policies and procedures relating to Safeguarding and Child Protection.
3. To maintain an appropriate working environment in accordance with the College's Health and Safety Procedure.
4. To participate in the Staff Performance Development Review system, attending training sessions as appropriate.
5. Such other duties as may reasonably be allocated within the purview of the post by the Head of College or Vice Principal.

Signature of Job Holder: _____ Date: _____

Please print name: _____

Signature of Principal: _____ Date: _____

Please print name: _____