

Bolton Sixth Form College

JOB DESCRIPTION

Job Title: Marketing Communications Officer

Responsible to: Schools Liaison, Admissions & Marketing Manager

Hours of Work: Full Time TTO + 10 days

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Main Function of the Post:**

Develop and implement the College communication plan and digital strategy to support the schools liaison, admissions and marketing functions. The post holder is required to have an in-depth knowledge and understanding of the curriculum offer, study pathways and entry requirements.

Attendance at College events and school liaison events is required where appropriate and the post holder will be expected to work in a flexible, proactive manner and carry out such duties as are necessary to ensure the effective fulfilment of this role.

This varied role requires the exercise of independent judgement and initiative, strong administrative and excellent interpersonal skills.

**Responsibilities and Duties:**

* To produce, cost and manage the annual communication plan which will include public relations, social media campaigns, e-marketing, advertisements, posters, banners and leaflets as appropriate.
* Ensure the website is updated regularly by creating fresh and current content, but also ensuring compliance with the Data Protection Act at all times. Management of on-line bookings for events also required.
* Use website analytic tools and produce reports to direct website content and e-marketing campaigns.
* Keep up to date with the curriculum offer and attend meetings when appropriate to stay abreast of changes, activities and events that are relevant to applicants.
* Effectively use social media (Facebook, Instagram, Twitter and other relevant platforms) as a tool for promoting the college, closely monitoring and reporting the impact of promotional digital campaigns.
* Keep up to date with current digital trends and research new online media opportunities that may benefit the College, including mobile, social media and the development of blogs and forums.
* Lead on the production of the annual College Prospectus, engaging and liaising with an external creative design company and liaising with the Admissions Officer regarding copy.
* Update and produce other marketing materials required that are topical and attractive for internal and external users.
* Cost and order all marketing literature, materials and promotional items, ensuring the supply of stock for events.
* Work proactively to ensure all College events, student achievements and success stories are photographed and promoted.
* Capture and collate news stories, write press releases and engage with local and national press to promote positive publicity (e.g. Results Day).
* Create presentations for school activities and careers events, liaising with curriculum staff and senior managers as appropriate.
* Update the design of course information leaflets in line with curriculum developments and course changes.
* Commission promotional videos where appropriate to support the College Schools Liaison, Admissions and Marketing Strategy.
* Create signage for College events, liaising with the Schools Liaison Assistant as appropriate.
* Attend external marketing meetings where appropriate and write reports for relevant staff ensuring all opportunities to promote the College are capitalised. Actively seek opportunities to promote the college across the borough and surrounding areas.
* Attend and assist at College and school liaison events, some of which may be in the evening or at weekends.
* Provide excellent customer service to all stakeholders including prospective students, staff and external service providers.

All duties and responsibilities to be carried out in accordance with the agreed College policy and procedures, in particular the College policies on safeguarding, equal opportunities and health & safety.

To undertake additional duties in agreement with the Principal commensurate with the grading and nature of the post and to undertake other duties that are consistent with the objectives of the post and may be required from time to time.

\****Attendance is required at College on A Level results day and the day prior to this as a key event in the marketing calendar. The actual dates will be confirmed annually and the total contracted hours take this into account.***

NB - The work of the College is characterised by peaks in demand for annual activities e.g. enrolment. The holder of this post (together with other support staff) is expected to assist in these activities from time to time whether or not they are part of their normal day to day duties.

Bolton Sixth Form College is committed to safeguarding children and promoting the welfare of children, young people and vulnerable adults and expects all members of staff and volunteers to share this commitment**.**

# Job Competencies

To perform the job successfully, an individual demonstrates the following competencies:

**Problem Solving** – Identifies and resolves problems in a timely manner; Gathers and analyses information skillfully; Develops alternative solutions; Works well in team problem solving situations; Uses reason even when dealing with emotional topics.

**Technical Skills** – Assesses own strengths and weaknesses; Pursues training and development opportunities; Implements action plan from training; Strives to continuously build knowledge and skills; Shares expertise with others.

**Customer Service** – Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

**Interpersonal Skills** – Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains opens to others’ ideas and tries new things; Addresses problems directly with the individual involved.

**Oral Communication** – Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Participates actively in meetings.

**Written Communication** – Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

**Teamwork** – Exhibits objectivity and openness to others’ views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Supports everyone’s efforts to succeed.

**Quality Management** – Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.

**Cost Consciousness** – Works within approved budget; Develops and implements cost saving measures.

**Diversity** – Demonstrates knowledge of EO policy; Shows respect and sensitivity for cultural differences; Promotes a harassment-free environment.

**Ethics** – Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

**Organisational Support** – Follows policies and procedures; Completes tasks correctly and on time; Supports organization’s goals and values.

**Judgment** – Displays willingness to make decisions in a timely manner; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process.

**Motivation** – Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.

**Planning/Organisation** – Prioritises and plans work activities; Uses time efficiently; Plans for additional resources; Develops realistic action plans.

**Professionalism** – Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

**Quality** – Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

**Safety/Security** – Observes safety and security procedures; Reports potentially unsafe conditions; Uses equipment and material properly.

**Adaptability** – Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent changes, delays, or unexpected events.

**Attendance/Punctuality** – Consistently arrives to work on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

**Dependability** – Follows instructions; Responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.

**Initiative** – Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

**Innovation** – Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others’ attention.

| **Marketing Communications Officer Qualities** | **Essential** | **Desirable** | **Evidence** |
| --- | --- | --- | --- |
| **Knowledge**  Ability to use the following applications to the specified level  Microsoft Word – Basic  Microsoft Excel – Basic  Microsoft Powerpoint – Basic  Microsoft Access – Basic  Microsoft Publisher – Basic  Graphic Design Software - Advanced  Databases – Basic  Websites – Intermediate  Social Media Platforms (Facebook, Twitter, Instagram etc. etc.) - Intermediate  \* *Please see definitions below to assess levels of proficiency* | \*  \*  \*  \*  \*  \*  \*  \*  \* |  | Interview / Task |
| **Education and Qualifications**  Intellectually robust with a good standard of education, at least 5 GCSE’s (including Maths and English) or equivalent  RSA Level 3 or equivalent | \*  \* |  | Application  Form / Certificates |
| **Personal**  Ability to maintain confidentiality and demonstrate tact and diplomacy  Ability to communicate effectively across a wide range of levels and responsibilities  Maintain personal presentation that sets a high standard  Demonstrate flexibility, to respond to the demands of the role  Excellent timekeeping and attendance record | \*  \*  \*  \*  \* |  | Interview |
| **Skills and Abilities**  Working as part of a team but with the ability to take independent action where appropriate  Work flexibly and creatively using a high degree of personal initiative  Ability to use and process educational data  Ability to use new technologies as required  Ability to prioritise workloads and handle large volumes of work within tight deadlines  Deal efficiently with competing demands in a pressured environment  Ability to keep calm in difficult situations  Excellent listening, verbal and written communication skills  Excellent interpersonal and customer service skills with a commitment to high customer care standards  Excellent numeracy and literacy skills | \*  \*  \*  \*  \*  \*  \*  \*  \*  \* |  | Application / Interview |
| **Experience**  Minimum 3 years’ experience working in a Marketing role in a busy office environment  Ability to work both under direction and on own initiative  Liaising with professional external agencies | \*  \*  \* |  | Application and Interview |