

JOB DESCRIPTION

JOB TITLE: Marketing & Communications Manager

LINE MANAGED BY: Head of Student Services

JOB PURPOSE & To be responsible to the Head of Student Services for the delivery of marketing and communications activity in the College.

KEY TASKS

- Manage the College's Marketing and Communications Team on a day-to-day basis providing operational line management and driving high performance.
- Develop and implement the marketing and communication strategy for the College and manage the operational objectives of marketing, communications and brand awareness activity in line with the strategic objectives of the College. Ensure the effectiveness of marketing and communications activities are measured and provide recommendations for change to the Senior Leadership Team.
- Develop the College's public relations strategy across key markets, ensuring the College benefits from close relationships with editors and other key media personnel of the local, regional, national, educational and trade press.
- Ensure that the College maintains a continuous stream of newsworthy items showcasing the breadth and quality of college activities across digital and traditional media.
- Working with the marketing and communications team, lead the overall management of the College website to ensure that the design and content engage target audiences and stakeholders.
- Ensure the effective delivery of a comprehensive and sustained programme of engagement for schools which will promote the College brand and attract students to the College.
- Overall responsibility for all college social media channels. Working with the marketing team, manage and create a rota for social media content delivery and monitoring.
- Lead on identifying and the effective contribution of college award nominations to deliver and promote news stories of success and celebration.
- Produce and oversee the production of learner, employee and community high-level communications, branded items and signage as required.
- Manage staff in a fair, open and consistent manner in line with the College's Management Charter.
- Supervise and manage the work of the Marketing team, ensuring that they work co-operatively with staff across the College to deliver a high-quality marketing service.
- Manage the budget for the marketing area, including planning, allocating and reporting expenditure.

- Manage the reporting of the key digital metrics, including Google Analytics and social media statistics, to inform future marketing activity.
- Develop, maintain and ensure compliance to the brand image and brand guidelines.
- Ensure the effective delivery of key college events including open days, Graduations, external and internal events, including staff engagement events.
- Lead and deliver on internal staff key communications, embedding the College's strategic aims and values.
- Ensure market, environmental and competitor research and analysis is conducted to inform the College's marketing strategy, plans and targets and ensure targeted "go to market" marketing of products are in line with market intelligence
- Review, provide insights and take action on labour market and demographic information, including engagement with Curriculum Managers and adapting the marketing and communications efforts of the College.
- Ensure the effective and efficient development and implementation of marketing campaign plans to achieve objectives and recruitment targets and to position the College competitively as the provider of choice for students.
- Provide detailed reporting to Senior Managers and appropriate Board Committees on the success of implemented marketing plans and campaigns, digital channels, recruitment and projects and make suggestions for improvements and revisions moving forward.
- Proactively network with internal and external stakeholders and the wider community to identify, recommend, and implement marketing and communications strategies.
- Attend and participate in relevant cross-college committees and groups.
- Ensure that the marketing department complies with relevant legislation.
- To be a contact for crisis and business continuity communications and to be available to support out-of-hours external communications during disruptive incidents.
- Be aware of and ensure the implementation of all College policies.

Health & Safety

- Ensure compliance with all Health and Safety requirements as laid down in the College H&S Policy.

Other Duties

- Participate in the College's evening duty manager rota.
- Any other duties in relation to marketing and communications activity as specified by the Head of Student Services.

Corporate Statements and Values

Vision

To be Scotland's leading College: delivering excellence.

Mission

Preparing learners well for their future, in an outstanding learning environment and inclusive community.

Values and culture

We are:

- inclusive and diverse
- passionate about our roles and responsibilities
- continually improving
- high achieving
- reducing our environmental impact
- delivering community and social value
- committed to health, safety and wellbeing
- creative and innovative
- a listening organisation

This job description is not intended to detail all tasks undertaken, but simply highlight a number of major tasks of the post. The post holder may be required to undertake additional duties which might reasonably be expected and which form part of the function of the post.

This job may be amended in future to reflect the changing duties of the post.

Marketing Team Structure

