

Job Information Pack - Social Media and Digital Marketing Executive (Welsh Essential)



Thank you for your interest in working at
Bridgend College.

We hope the information in this pack is
both informative and inspirational to you.

Should you have any queries we would be
happy to help. Please contact us at:

jobs@bridgend.ac.uk

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Our values

Be all that you can be.

We believe that every person has a chance to be the best they can be for themselves and the best they can be for others.

Bridgend College offers you the opportunity to truly achieve excellence.



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Diversity, Inclusion & Safeguarding

Equality, Diversity & Inclusion

We are committed to improving representation from all sections of the community and promoting equality of opportunity. We welcome applicants from all backgrounds and communities and in particular, those that are currently under-represented in our workforce, including but not limited to, Black, Asian and ethnic minority candidates, candidates with disabilities, female candidates in STEM, and Welsh speakers. We also seek to support the employment of armed forces.

We Are Disability Confident

We are recognised as a [Disability Confident Leader](#).

We provide a fully inclusive and accessible recruitment process to help us recruit and retain those with disabilities and health conditions to fulfill their potential and realise their aspirations.

We guarantee to interview anyone with a disability if their application meets the essential criteria for the post.

Safer Recruitment

The safe recruitment of staff is the first step to safeguarding and promoting the welfare of children in education. Bridgend College is committed to safeguarding and promoting the welfare of all students.

Our HR team and Recruiting Managers have undertaken [NSPCC safer recruitment](#) training and we follow safer recruitment processes and procedures.

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Organisational Overview

Business Support

Learning Support, Cyfleoedd, Student Services and Wellbeing, Learner Journey, IT, Finance, MIS & Registry, HR, Health, Safety & Sustainability, Marketing, Estates, Catering, Administration

Engage

Commercial Training, Community College, Part Time Courses



Day Nursery & Playscheme

Local Nursery for childcare in Bridgend. Open 7am – 6pm Monday to Friday for children aged 6 weeks to 5 years.



Curriculum

Land Based, Care and Childhood Studies, Science and Engineering, Construction, Creative Arts, Sport, Public Services, Education, Services to People, IT, Skills, ILS

Work Based Learning

Apprenticeships, NVQs in the workplace, ESF Projects

Weston House

A Registered Care Home for Younger Adults regulated by the Care Inspectorate Wales (CIW)



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Social Media and Digital Marketing Executive (Welsh Essential)

Welsh Language Essential (written and oral)

Salary scale 5: £24,585 - £26,993 per annum
Full Time (37 hours per week) and Permanent

Bridgend College recognises its responsibility to ensure the safety and wellbeing of all students. We apply a rigorous process of checking the suitability of staff and volunteers to work with children and vulnerable adults.

This post is subject to a satisfactory Enhanced DBS disclosure for child and adult workforce.

As a term of your employment you may be required to undertake such other duties on college sites or elsewhere as may reasonably be required of you commensurate with your grade/level in the college. This is a description of the job as it is at present constituted. It is the practice of the College periodically to examine employees' job descriptions and to update them to ensure that they relate to the job as then being performed, or to incorporate whatever changes are being proposed.

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Job description for Social Media and Digital Marketing Executive (Welsh Essential)

Job Purpose: Create and manage organic and paid-for content on Bridgend College's main social media channels, ensuring that digital outputs align consistently to our strategy and our brand, whilst ensuring we comply at all times with our requirements under the Welsh language standards.

Main Duties

- Use scheduling and social media management tools to deliver engaging content across the college's main social media platforms, including Twitter, Instagram, Facebook and LinkedIn
- Manage the college's digital community, responding to comments and direct messages efficiently (including occasional out-of-hours monitoring)
- Ensure that digital outputs consistently align with the College's brand and values
- Ensure that all digital outputs comply with the Welsh language standards, delivering a fully bilingual approach to our social media presence. Find out more about our commitment and compliance here: www.bridgend.ac.uk/welsh-language
- Engage with the College's students, staff and alumni to create content that showcases success and achievement, and leverages online engagement
- Identify opportunities to engage with audiences via collaboration, competitions and live content
- Use mixed media to engage with audiences (e.g. video, photography)
- Lead the College's paid digital advertising campaigns, including running in-house social media campaigns as well as working with an external partner
- Monitor performance of digital campaigns using analysis and insights reports
- Monitor learner recruitment numbers against targets and drive marketing outputs to ensure the college achieves recruitment targets
- Work with wider college teams to ensure that recruitment and income targets are achieved (e.g. Engage Training, Apprenticeships and work based learning)
- Monitor the College's other social media channels, providing advice and guidance to channel owners as appropriate
- Support with college recruitment activity and other internal events (e.g. graduation, awards, open events, enrolment)
- Support with external marketing events and school recruitment activities, where required

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Person Specification for Social Media and Digital Marketing Executive (Welsh Essential)

Essential criteria

- **Excellent written and oral Welsh language skills**
- Educated to degree level or equivalent in communication / digital marketing
- Experience of writing and creating content for online audiences
- Experience of building engaging and varied content across multiple social media channels
- Understanding of different client groups and audience engagement via different social media platforms
- Experience of running PPC and paid/sponsored digital advertising campaigns, using appropriate targeting (e.g. demographics, interests and location) to maximise reach and engagement
- Experience of driving organic digital reach and growth
- Able to identify creative methods for driving engagement and organic reach
- Able to balance multiple priorities and changes
- Research trends, competitors and analyse performance to drive continuous improvement and delivery
- Experience of using social media dashboards and analysis tools for paid and organic content

Desirable criteria

- Understanding and knowledge of the Welsh Language Standards and compliance requirements
- Strong photographic / imagery skills
- Able to use Adobe Creative Suite (particularly Premier Pro and Illustrator)
- Understanding of further education, higher education, work-based learning and/or commercial sector
- Familiarity of SEO and Google analytics
- Experience of using programmatic ads with target audiences

Other relevant criteria

- Experience of working on recruitment and engagement events
- Good working knowledge of G Suite

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Why work with us? Here are some of our staff benefits...

Generous annual leave entitlement:

- Business Support (28 days)
- Lecturers (46 days)
- Management (37 days)
- Casual hourly paid staff (holiday payment)
- * Please note this will be pro rata for part time

Extensive CPD opportunities

- CPD days and events throughout the academic year
- Access to numerous courses via Skillgate
- Teaching support for Lecturers including Teaching & Learning Coaches

Work at an Award Winning College -

- TES College of the Year 2019 and #24 in the Times Top 100 Organisations to Work For (2020)
- Google Reference College
- Many other prestigious awards!

Excellent on site facilities

- Free on site parking
- Refectory facilities serving hot and cold food on all campuses & Coffee Shop with Barista style coffee and snacks; Newsagents shop
- InTuition Hair and Beauty Salon on Bridgend Campus
- Seasons' Restaurant on Bridgend Campus
- Livery and kennels on Pencoed Campus
- State of the art STEAM Academy opening September 2021 on Pencoed Campus

Enrolment into generous pension schemes

- Local Government Pension Scheme (LGPS) for Business Support
- Teachers' Pension for Lecturers

Access to student discounts

- Use your college email address to access student discounts via NUS, UniDays, Student Beans etc.

Flexible Working

- Flexible working can be considered if the hours of the post aren't suitable
- We have the potential to look at part time, condensed hours, Term Time Only contracts, job shares, hybrid working and agile working

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Why work with us? Health & Wellbeing Support...

Mental Health Support

- We are proud to hold a [Mind Gold Award](#)
- We can organise confidential counselling sessions (face to face or telephone) with Horizons Counselling.
- We can help you to complete Wellness Action Plans to support and promote your mental health and wellbeing at work
- We signed the [Time To Talk pledge](#) - we want everyone who works here to feel they can be open about their mental health, and ask for support if they need it.

Occupational Health

- We can organise occupational health referrals to identify support and reasonable adjustments that can be put in place to support you in your role

Employee Assistance Programme

- 24/7 confidential access to Employee Assistance Programme Care First
- Advice on a wide range of topics and access to resources
- 24 hour telephone counselling service

Care first

Additional support

- Free eye tests for Display Screen Equipment (DSE) users
- In Work Support - fast track physiotherapy & counselling hotline
- Fitness suite, strength and conditioning gym
- Subsidised Leisure membership

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