Job Description 

**Job Title:** Marketing Officer

**Department:** Marketing and Student Recruitment

**Reports to:**  Brand and Communications Manager/ Marketing Executive

**Job Grade:**  BS4

**Job Purpose:**

To provide robust administrative assistance to the Marketing and Student Recruitment function. To play a fundamental part in enabling efficient high performance to help achieve marketing objectives. Pro-actively investigating opportunities, building relationships

**Key Responsibilities:**

1. To streamline and develop administrative processes to maximise efficiency and productivity of the team
2. To be the first point of contact for all marketing requests and enquiries, fielding calls or acting as ‘gate keeper’ for the team
3. To act as a Brand Ambassador providing advice and guidance ensuring consistency on all marketing collateral
4. To manage external partnering agencies providing comprehensive briefs and creative direction to produce marketing assets.
5. Manage overall team budget tracker, to include raising purchase orders, maintaining accurate records, and handling finance queries
6. Storing, relocating and transporting of goods and marketing collateral such as event banners and course guides
7. Stock management of branded promotional goods including ensuring all deliveries are received and recorded in a timely manner – remove when portal is live
8. To assist in the organisation, preparation and co-ordination and participation of both internal and external college events, sometimes liaising with event stakeholders
9. To manage the service and maintenance of the marketing vehicles
10. To assist with drafting engaging copy for multiple channels both online and offline including course guides, print advertising, promotional materials, and email marketing with knowledge of SEO for web content
11. Management of course information on website including spelling, tone of voice and content structure
12. To maintain the monthly communications calendar working with the Marketing Executives to ensure email campaigns and newsletters are scheduled and sent in a timely manner
13. Assist the Brand and Communications manager with sponsorship opportunities, to include identifying appropriate local partnerships, managing contracts, producing marketing collateral and budget tracking
14. To assist with the launch of the Charity of the Year initiative, including contract management and fundraising initiatives
15. To take an active interest in best practice and contributing new and innovative ideas for marketing to improve reach or service
16. To maintain an understanding of legislation, such as GDPR, Welsh Language Standards and PECR
17. To assist in the collation and submission of marketing reporting when required

**General Responsibilities:**

1. To provide administrative and event support to the Marketing and Student Recruitment team
2. To take responsibility for the safe conduct of work and good housekeeping within your own work area
3. To comply with all College Policies & Procedures
4. To keep abreast of changes to Policy & Procedures and to make the necessary changes to administrative systems and maintain audit trails
5. To promote the college’s core values and incorporate behaviours into all aspects of the role.
6. To contribute to supporting and supervising learners, including taking action to ensure acceptable behaviour at all times
7. To ensure that safe working practices are used, and appropriate Health & Safety legislation adopted
8. To exercise responsibility for carrying out and adhering to the Health, Safety and Welfare Policy and Procedure
9. To safeguard and promote the welfare of children and vulnerable adults.

## **Coleg Gwent Person Specification – Marketing Assistant**

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| **Selection Criteria** | **Essential** | **Desirable** | **Method of Assessment** |
| **Qualifications & Training** | * NVQ III in Business Administration or suitable experience in a similar role. * Minimum 5 GCSE’s including Maths and English * Computer literate and competent using MS Office suite particularly Word, Excel, Outlook and Powerpoint | Experience of Photoshop or Adobe InDesign | Application Form / Interview |
| **Knowledge & Experience** | * Experience of document management and maintaining audit trail * Experience of operating a variety of business systems and software * Experience of implementing and maintaining processes * Previous experience of producing high quality written communications, scrutinising or interpreting information exercising numeracy and literacy * Experience of developing and maintaining productive working relationships * Experience in calendar/diary management and minute taking * Experience in co-ordinating or assisting at events * Knowledge of GDPR | Knowledge of the education sector  Experience in a marketing environment  Knowledge of WLS and PECR  Knowledge of marketing platforms and software | Application Form/  Interview |
| **Skills & Abilities** | * Numerate and literate * Excellent MS Office proficiency * Good level of keyboard application * Professional and confident approach * Excellent time management and organisational skills * Excellent standard of spelling and grammar * Good problem solving skills * Resourceful and solutions driven * Highly organised and meticulous with a keen eye for detail * Demonstrates initiative * Strong co-ordination skills * Assertive, ability to multi task and negotiate * Excellent interpersonal, written and verbal communication skills * A rational decision maker with ability to work independently * Consistent approach to tasks * Self-motivated and deadlines driven * Ability to carry out manual handling including lifting, carrying, pushing and pulling | Ability to communicate through the medium of Welsh | Application /Interview |
| **Personal Attributes** | * Conscientious and committed * Proactive self-starter * Team player * Diplomacy and discretion * Resilient and conscientious * Enthusiastic and positive approach to learning new skills and meeting new challenges * Flexible to work outside of normal contracted hours occasionally at weekends or outdoors at events * Able to travel between campuses, sometimes with short notice | Displays an interest in marketing, communications and media | Interview |