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# Job Description and Person Specification

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| **Title** | Marketing Executive (Digital Communications) |
| **Area** | Marketing |
| **Responsible to** | Head of Marketing |
| **Effective Date** | May 2025 |
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| **Job Description** |
| **Main Purpose of the Role** |
| The Marketing Executive (Digital Communications) will enhance the College's digital presence, reflecting the values and strengths of the newly merged institution. The role involves managing the College's website, overseeing and developing content for the College’s social media channels, and delivering effective digital communications for the College and its commercial entities. The post-holder will develop digital campaigns that showcase the work of the College and its students to a broad range of stakeholders as well as supporting commercial growth. |
| **Main Responsibilities** |
| 1. **Digital Communications and Content Creation**
	* Develop and implement a digital communications plan that includes website management, social media, and email marketing to increase visibility, engagement, and brand recognition for the College.
	* Create engaging and student focussed content for agreed social channels, including images, video, and other media, that highlights College achievements, student opportunities, and campus culture.
	* Work with the Marketing Team to ensure content reflects the College’s marketing strategy and agreed key messaging.
	* Lead on the development of digital communications for the College’s commercial entities and activities.
2. **Website Management**
	* Manage and maintain the College's website/s, ensuring that content is current, engaging, and aligned with the College's brand identities.
	* Co-ordinate with academic, support and commercial departments to ensure that all information on the website is accurate and effectively supports student recruitment and stakeholder engagement.
	* Monitor website analytics to optimise the user experience and make data-driven improvements.
	* Ensure the College website is fully accessible and compliant with all required accessibility standards.
3. **Social Media Management and Community Engagement**
	* Manage and grow the College's social media presence, creating content that resonates with diverse audiences.
	* Engage actively with followers across all social media channels, responding to inquiries, comments, and messages in a timely and professional manner.
	* Monitor and manage the College's online reputation, addressing feedback and promoting positive experiences.
4. **Analytics and Performance Monitoring**
	* Use analytics tools to monitor the performance of digital communications, including website traffic, social media engagement, and campaign effectiveness.
	* Track key metrics to refine digital strategies and ensure alignment with marketing objectives.
	* Provide regular reports on digital performance, identifying opportunities for improvement to support enrolment and commercial targets.
5. **Collaboration and Teamwork**
	* Collaborate with other members of the marketing team to develop integrated campaigns and cross-channel content.
	* Work closely with internal stakeholders, including academic and support staff, to gather stories, insights, and content for digital platforms.
	* Support and contribute to the creative direction of multimedia content for campaigns, events, and College promotions.
	* Work as part of a team to support school and College events, ensuring a positive and successful experience for all participants.
6. **Trend Awareness and Innovation**
	* Stay informed of digital communication trends, including social media, SEO, and content management, to ensure the College's digital presence remains fresh and effective.
	* Proactively suggest new content ideas, platforms, or approaches to engage audiences and support the College's strategic goals.

**Key Competencies:**1. **Digital Communications and Website Management**
	* Strong understanding of website content management systems (CMS) and experience managing websites effectively.
	* Familiarity with key social media platforms and ability to create content that performs well across digital channels.
	* Proficiency in SEO principles and experience in optimising content for improved visibility.
	* Understanding of website accessibility and legal requirements in this field.
2. **Creativity and Content Creation**
	* Ability to generate creative and compelling digital content that resonates with target audiences.
	* Skill in creating and editing multimedia content, including images, videos, and graphics.
3. **Communication and Collaboration**
	* Strong written and verbal communication skills, with the ability to adapt tone and messaging for different platforms and audiences.
	* Excellent interpersonal skills for working effectively with colleagues, students, and external stakeholders.
4. **Attention to Detail**
	* Keen attention to detail to ensure accuracy and quality across all digital communications.
	* Ability to maintain brand consistency and uphold the College's standards across all content.
5. **Time Management and Organisation**
	* Ability to manage multiple digital platforms and campaigns simultaneously while prioritising tasks to meet deadlines.
	* Strong organisational skills to keep track of ongoing campaigns, website updates, and ensure content is published as planned.
6. **Adaptability**
	* Flexibility to adapt content to suit different digital trends and changing audience behaviours.
	* Ability to work in a fast-paced environment and respond to real-time opportunities.

**All Staff: General Responsibilities and Expectations:** * Promote the safeguarding and welfare of all.
* Be aware of College policies and updates available through the College intranet.
* Drive and participate in the College performance management process.
* Comply with the College’s Equality, Diversity and Inclusion, Health and Safety, Safeguarding and Quality Improvement policies and their recommendations.
* Contribute to cross College events supporting and promoting the College and the provision.
* Use all available resources efficiently and effectively, and in line with environmentally and sustainable practices.
* Attend and contribute to cross-College meetings/forums.
* Undertake appropriate personal and professional development activities engaging with the cross-College staff development and health and wellbeing activities.
* Manage and minimise risk within all areas of responsibility.
* Adopt and promote employee values and behaviours working within the Staff Code of Conduct.

**Note: This job description sets out the main responsibilities for the post, however, is not intended to be an exhaustive list. Specific duties may change from time-to-time without changing the general nature of the post and the post holder is expected to be flexible in the range of responsibilities undertaken.** |

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| **Person Specification** |
| **Qualifications** | **Essential** | **Desirable** |
| Degree or equivalent qualification in Marketing, Communications, Digital Media, or a related discipline. | **✓** |  |
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| **Experience** | **Essential** | **Desirable** |
| Demonstrable experience in managing websites and social media channels, ideally in an educational or public sector setting. | **✓** |  |
| Proven experience in creating engaging digital content for websites and social media platforms. | **✓** |  |
| Experience working with analytics tools to assess digital communication performance and drive improvements. | **✓** |  |
| Strong understanding of website content management systems (CMS) and experience managing websites effectively. | **✓** |  |
| Ability to generate creative and compelling digital content that resonates with target audiences. | **✓** |  |
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| **Skills & Abilities** | **Essential** | **Desirable** |
| Ability to contribute ideas for marketing campaigns beyond digital communications. | **✓** |  |
| Willingness to support College events, including occasional evening or weekend work when required. | **✓** |  |
| Ability to drive and have own transport. | **✓** |  |
| Strong written and verbal communication skills, with the ability to adapt tone and messaging for different platforms and audiences. | **✓** |  |
| Ability to manage multiple digital platforms and campaigns simultaneously while prioritising tasks to meet deadlines. | **✓** |  |
| Ability to contribute ideas for marketing campaigns beyond digital communications. | **✓** |  |
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| **Personal Qualities** | **Essential** | **Desirable** |
| Keen attention to detail to ensure accuracy and quality across all digital communications. | **✓** |  |
| Flexibility to adapt content to suit different digital trends and changing audience behaviours. | **✓** |  |
| Ability to drive and have own transport. | **✓** |  |
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| Signed |  |
| Name |  |
| Date |  |