



| JOB DESCRIPTION | |
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| JOB TITLE | Marketing Executive |
| PAY | Point 20 - 23, £23,146 - £25,209 per annum depending on T&C's |
| HOURS | 37 per week, all year round, to be worked flexibly |
| REPORTS TO | Marketing Lead |
| LOCATION | University Centre Peterborough |
| JOB PURPOSE | |
| <p>Working as part of a large marketing team you will be responsible for developing and implementing creative content for PR and promotional platforms, supporting the Graphic Designers with design and production of print, and the digital team with website and social media content and performance, as well as the organisation and running of promotional events to both internal and external audiences.</p> | |
| MAIN DUTIES AND RESPONSIBILITIES | |
| <ul style="list-style-type: none"> • Create and write exciting, engaging content suitable for PR, advertising, publicity materials, social media, website, direct/digital/e-marketing campaigns, including editing and proof-reading work. • Capture media (photography and videography) content for use in marketing activity both online and in print, editing creative where required, and ensuring effective file management is in place so all members of the team can contribute and utilise the media acquired. • Working alongside the digital team and curriculum teams, ensure all website content is accurate, accessible, consistent and up to date. • Support the digital team with the implementation of social media promotional campaigns and capitalise on internal publicity opportunities such as case studies and student success for use in social media channels (Facebook, YouTube, twitter, LinkedIn, Pinterest etc.) • Support the Graphic Designers with the creative content required to deliver e-marketing campaigns and any other e-commerce initiatives, including producing, writing and distributing e-shots. • Organise and coordinate successfully College and University Centre promotional events, awards and graduations in and outside the College (inc during evenings and very occasionally weekend work). • Support the Graphic Designers with the production of College prospectuses and course information materials through liaison with the external marketing, creative and print specialists, ensure accurate content, proof-reading and stock management upon delivery. • Work closely with Graphic Designers to ensure a consistent brand identity and brand integrity is in place. • To actively seek, develop and manage any possible opportunities for development of systems and processes that will directly benefit student recruitment. • Establish productive relationships with all staff and students across various College departments to encourage quality content and support with marketing activities. • Be a proactive member of the marketing team and provide support when required on projects facilitated by members of the team. • To manage projects, campaigns and tasks responsively, timely, accurately, promptly and efficiently with attention to detail and consistency. | |



- Be proactive in your own self-development to maximise the skills held within the marketing and design function.

OTHER

- To engender a strong team ethos, which promotes a positive, can-do attitude across the department.
- Maintain excellent standards of customer care and provide a flexible and responsive service to all users.
- Contribute to the development of IEG group's Strategic Aims, Objectives and Values.
- A commitment to the provision of a high quality, student-centred service.
- Perform duties to a high standard and to ensure that quality assurance and improvement processes are implemented successfully across the College, particularly those relating to own role.
- Participate in and make an appropriate contribution to the College's planning and review processes.
- Assist with College enrolment/open evenings as required (which will entail occasional attendance outside normal College hours for which time off in lieu will be agreed).
- Undertake continuing professional development as appropriate. Take a full part in the College staff development programme including the appraisal process.
- To carry out such duties as may be determined from time to time within the general scope of the post, as required.

TERMS AND CONDITIONS

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|-----------------------------|---|
| Contract | Permanent |
| Pension | Local Government Pension Scheme |
| Holiday | 30 days per year, plus bank holidays and discretionary days |
| Probation | New appointees to the College are subject to a 10 months' probationary period |
| Disclosure | All employment offers are subject to a satisfactory fully-funded enhanced DBS check |
| Working Arrangements | Normal working hours of 8.30am to 5.00 pm, Monday to Thursday, 8.30am to 4.30pm Monday Friday |

APPLICATION PROCESS

Applicants should complete an online application form <https://ieg.ac.uk/jobs/>

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|-----------------------|-----|
| Closing Date | |
| Interview Date | TBC |

| PERSON SPECIFICATION Marketing Executive | | | | | | |
|---|------------------------|---|-------------------|---|---|--|
| Criteria | Essential or Desirable | | Assessment Method | | | |
| | A | I | T | R | | |
| Qualifications | | | | | | |
| Qualified to Degree Level or above in Marketing/Media related subject | E | | ✓ | | | |
| Professional Marketing qualification e.g. Chartered Institute of Marketing (or willing to work towards within a specified time) | | D | ✓ | | | |
| Minimum of Level 2 Literacy and Numeracy | E | | ✓ | | | |
| Experience | | | | | | |
| Recent experience in a marketing communications role | E | | | ✓ | ✓ | |
| Project management experience within set timescales and budgets | E | | | ✓ | ✓ | |
| Experience of writing copy for print and on-line media | E | | | ✓ | ✓ | |
| Experience of capturing media (photography and videography), editing and file management | E | | | ✓ | ✓ | |
| Updating website and social media content | E | | | ✓ | ✓ | |
| Work within an educational environment | E | | | ✓ | ✓ | |
| Experience of working with external agencies | | D | | ✓ | ✓ | |
| Experience implementing monitoring and reporting of marketing campaigns and conversion | E | | | ✓ | | |
| Experience coordinating promotional events | E | | | ✓ | ✓ | |
| Knowledge | | | | | | |
| Working knowledge of design and print processes | E | | | ✓ | ✓ | |
| Excellent working knowledge of Microsoft Office applications | E | | | ✓ | ✓ | |
| Excellent working knowledge of Adobe Suite applications | | D | | ✓ | ✓ | |
| Key Skills | | | | | | |
| Excellent oral and written communication skills and the ability to communicate effectively with internal and external contacts | E | | | ✓ | ✓ | |
| Excellent planning, organisation and administrative skills | E | | | ✓ | ✓ | |
| Collaborative approach to cross departmental working and the ability to build, and maintain, strong working relationships at all levels; both internally and externally | E | | | ✓ | ✓ | |
| Intermediate IT skills in MS Office applications (Word, Excel, PowerPoint, Outlook) | E | | | ✓ | ✓ | |
| Website and Social Media Content Management | E | | | ✓ | ✓ | |
| Ability to carry out online and offline market research/statistical analysis and interpretation | | D | | ✓ | ✓ | |
| Ability to work flexibly, prioritise tasks in accordance with importance vs urgency and to switch tasks at short notice | E | | | ✓ | ✓ | |
| Other | | | | | | |
| Evidence of a personal commitment to professional development and training | E | | | ✓ | | |
| Commitment to equality of opportunity and the principles of inclusive learning and the ability to promote it in all aspects across the College | E | | | ✓ | | |
| A commitment to Inspire Education Group's Core Values | E | | | ✓ | | |
| Awareness of Health, Safety and Safeguarding issues | E | | | ✓ | | |
| Awareness of and commitment to environmental issues | | | | ✓ | | |
| Willingness to market/promote the College and its courses | E | | | ✓ | | |

Assessment Criteria: A = Application, I = Interview, T = Test, R = References