

As one of the leading colleges in the UK, with significant strengths in health and social care, engineering, creative industries, construction, catering and digital, Northampton College is an inspiring place to work.

Our students come from all walks of life and so do we. We hire great people from a wide variety of backgrounds, not just because it's the right thing to do, but because it makes our organisation stronger. Why not join our dedicated team as a **Marketing and Communications Officer?**

Job Title	Marketing and Communications Officer
Ref No.	ME2526025
Department	Marketing and Communications
Reporting to	Head of Marketing and Communications
Location	Northampton, Booth Lane Campus
Salary	In the range of £34,222 - £37,825 per annum pro-rata Starting salaries will normally be aligned with the first point in the grade for the role. Only in exceptional circumstances, as determined by the College, will appointment to a higher point be considered. If you have any queries regarding the College's policy on this, please contact the recruitment team prior to submitting your application.
Hours	37 hours per week, 52 Weeks per year
Contract Type	Permanent

We are committed to the safeguarding and welfare of all our students, we follow safer recruitment statutory guidance (Keeping Children Safe in Education).

If you are successful, you will be required to complete thorough pre-employment checks, including an enhanced DBS check and satisfactory references. All applicants must have the right to work in the UK at the time of application, as the College does not hold a sponsorship license.

REWARDS AND BENEFITS

As well as a great salary and friendly team you will also receive:

- ▶ 35 days pro rata annual leave, comprising 24 personal days, pro rata (1 September – 31 August), including 8 bank holidays and 3 closure days. The College reserves the right to designate up to 3 closure days per holiday year
- ▶ Discounts through membership of the NUS and Blue Light Card - ranging from Amazon Prime to eating out, fashion, beauty, entertainment and more.
- ▶ Eligible to join the Local Government Pension Scheme (a defined benefit scheme including an employer contribution rate of 22%)
- ▶ Access to continued professional development
- ▶ Free parking and access to electric vehicle charging
- ▶ Multi gym and sports hall
- ▶ Confidential Employee Assistance Programme, offering a confidential phone line, a website and a downloadable app
- ▶ Access to the College's Wellbeing Hub
- ▶ Enhanced family friendly policies
- ▶ Generous sick pay and compassionate leave scheme
- ▶ Discounted hairdressing and beauty therapy treatments in our training salons (The Salon NC).



Job Description

Role Purpose

To produce engaging, accurate, and informative content for use online across a range of platforms, including the College's own website, and create opportunities for the brand to gain exposure amongst a range of audience segments offline through a variety of campaigns, activities, and events, maximising the College's profile with the aim of attracting enquiries, applications, and enrolments to its courses.

Main Duties and Responsibilities

1. To lead and deliver internal events with responsibility for complex planning schedules, for example College open events, staff recruitment events, and 'Ignite the Spark'/other events focussed on engaging schools/prospective students in the locality.
2. To plan and deliver a series of campaigns using a range of media to assist the achievement of targets, measuring, assessing, and reporting their impact to ensure best value for money.
3. To ensure the College website contains accurate, engaging, and informative content that is appropriate for all target audiences, leading on all aspects of content management.
4. To prepare clear, accurate and concise content for internal and external marketing materials including social media, presentations, and events.
5. To generate original content, manipulate images and electronic files including video, assist with online and offline campaigns, and generate campaign and promotional ideas that reflect youth market trends.
6. To lead on the organisation of photography and filming for the College's events, activities, and promotion.
7. To organise the Summer awards ceremony.
8. To lead on the management of creative assets including the photography library.
9. To analyse marketing Key Performance Indication (KPI) data to produce, for example, reports informing future campaign activities or information for members of the College Management Team.
10. To assist the Head of Marketing and Communications with the development of the Marketing Strategy by conducting desk research and providing relevant data and reports.
11. To supervise the work of the Marketing Coordinator to complete delegated tasks.
12. To attend meetings with cross-College colleagues/managers in response to their marketing activity requests, writing briefing/proposal papers for the Head of Marketing and Communications' approval.
13. To carry out examination invigilation duties as required.

Person Specification

	Essential	Desirable
Education	- English and maths GCSE grade C/4 or above - General education to a minimum of Level 4	
Knowledge	- Understanding of, and commitment to, the principles of equity, inclusion and belonging - Understanding of the principles of safeguarding young people and vulnerable adults in an educational setting - Understanding of the principles of data protection	
Skills	- Understanding of and ability to use key social media channels - Excellent written English skills - Ability to effectively communicate in writing, verbally, and through active listening with a diverse group of colleagues, students and stakeholders - Ability to use a range of Information Technology (IT)/Information Communication Technology (ICT) systems, including Microsoft Word, Excel, Outlook and PowerPoint - Ability to manage and prioritise multiple tasks through to completion within prescribed deadlines - High levels of attention to detail and accuracy - Ability to provide a responsive and professional level of customer service at all times	
Experience	- Experience of generating and producing content for websites - Experience of copywriting for marketing - Experience of website content management - Experience of working with databases/a range of systems - Experience of project work within a corporate marketing or promotions environment - Experience of organising events - Experience of carrying out marketing campaigns	Experience of working within the Public and/or Education sector
Attributes	- Strong work ethic: exhibits dedication and diligence in carrying out responsibilities with a commitment to excellence - Collegiate: works well within a team environment, cultivating a collaborative and cooperative approach - Enthusiastic and innovative: displays a positive attitude and creative mindset, contributing fresh ideas and solutions - Adaptability and reliability: adapts easily to changing situations and is dependable in fulfilling commitments - Priorities the needs of the team, customer, and the organisation	

	Essential	Desirable
	• High degree of integrity and honesty • Empathetic: demonstrates thoughtfulness towards others • Resilience: able to recover from setbacks quickly • Self-motivated: demonstrates initiative, positivity, and a proactive approach • Positive role model for students	

GENERAL

You will be required to undertake such other duties appropriate to the grade and nature of the work as may reasonably be required of you. Therefore, the list of duties in this job description should not be regarded as exclusive or exhaustive.

Your duties will be set out in this job description but please note that the College reserves the right to update your job description from time to time to reflect changes in, or to, your job.

Significant permanent changes in duties and responsibilities will require agreed revisions to be made to this job description. You will be consulted about any proposed changes via either collective or individual consultation.

You will be required to have a flexible approach to work, working outside your normal working pattern when reasonably required to do so, including, for example to support College open events. You will have the ability to travel effectively, for example to other College campuses.

You will be required to ensure all safeguarding and student welfare duties and responsibilities are fully met and that you adhere to the relevant College policies and procedures.

You will be required to adhere to, and promote, the College's values of respect for each other, dignity, diversity and equal opportunity, enabling the continual evolution of a culture of inclusion, where diversity and difference is embraced and open, positive discussion is genuinely valued.

You will be responsible for ensuring compliance with the General Data Protection Regulation (GDPR) and for handling all personal data in accordance with applicable data protection laws and College policies and procedures.

You will be required to participate in the College's Employee Performance and Development process and to undertake any professional development activity/training required.

You will be required to fulfil your health and safety responsibilities for your own health and wellbeing and that of others within the College.

