

Job Description and Person Specification

Marketing Campaigns Manager (Maternity Cover)

Team: Marketing and Communications

Reports to: Director of Marketing and Communications

Location: Choice of location between Chichester Campus or Worthing Campus

Job Purpose

- To work with the Director of Marketing to develop marketing strategies to increase recruitment across the full college offer, to a range of targeted audiences.
- To lead the development and delivery of engaging, data-informed marketing campaigns that increase recruitment and raise brand awareness across all areas of the Group. This role ensures the creative execution of the Group's marketing strategy, manages on-campus activity, and fosters innovation and team development.
- To bring new ideas and creativity to marketing campaigns and events to help raise awareness of the group and its offer, generating interest and supporting conversion to enrolment.
- Works closely with the Marketing Operations Manager to coordinate campaign planning, resource allocation, timelines, and reporting.
- To achieve widespread understanding of the Group's mission, vision and aims, and assist in building and maintaining the Group's brand, image and reputation to an external audience.
- To manage the marketing campaigns budget on an operational basis by allocating resources, providing direction, instruction and guidance which result in delivering a quality service with a positive campus profile.

Key Responsibilities

- Establish a detailed knowledge of the Group's full offer and a thorough understanding of the related priorities and how these are reported.
- Maintain an understanding of the external environment and policy changes and maximise the promotional opportunities that arise from these changes.
- Support the Director of Marketing to ensure the department is on target to implement the annual marketing strategy and share responsibility for meeting the associated objectives.
- Take the lead on creation, planning, delivering and evaluation of the groups' marketing activities for 16/18 recruitment, Apprenticeships, adult, higher education, employer engagement and commercial.
- Lead on the organisation and delivery of campus specific events, including open events.

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- Manage the Marketing team to ensure they develop detailed project plans for each marketing campaign that identifies resources, timings, budgets, roles and responsibilities, and deadlines.
- Manage the teams CPD requirements to ensure skills are kept updated to meet new and emerging developments in marketing.
- Support the Director of Marketing on the planning, allocation, monitoring and reforecasting of the marketing budget, within CCG's financial regulations.
- Work alongside business support, sales and curriculum teams to develop, agree and sign off marketing activities/plans to help achieve business targets.
- Lead on the development of processes relating to the management, and monitoring of marketing function, and train other team members to be proficient in the processes.
- Utilise research and data to inform and execute marketing campaigns, adapting content for target audiences to maximise reach and/or engagement and recruitment potential.
- To have a thorough understanding of the application of marketing, including digital marketing, market research and campaign evaluation.
- Manage print campaigns and publications, including writing copy, briefing the internal graphic designer and liaising with printers and distribution companies on quotes and delivery.
- Support the Group PR Manager to source stories and case studies that can be used to boost the reputation of the group and individual courses.
- Liaise with other teams to ensure keep warm and pre-enrolment communications are effective, clear and timely.
- Work with the wider team to protect and develop the College's brand identity.
- Represent the Marketing and Communication department at internal and external meetings, providing expert advice and guidance to curriculum, partners and stakeholders.

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Role Context

Chichester College Group expects staff to:

- Work within the context of the Group's core values, code of conduct, quality requirements and continuous improvement ethos.
- Undertake their duties in accordance with Group policy and procedures, particularly with respect to:
 - Human Resources policies and procedures;
 - Equality, diversity and inclusion policies and procedures;
 - The Group's health and safety policies and procedures;
 - Safeguarding and Prevent;
 - The Group's policy on the confidentiality of data stored electronically and by other means in line with data protection legislation.
- Keep abreast of developments in their own area of expertise and undertake staff development opportunities where identified and approved, subject to funding.
- Support and uphold the Group's environmental sustainability commitment and work towards helping the Group achieve net zero carbon emissions.

Evening and weekend work may be required.

You may be required to undertake such duties as may be reasonably required of you commensurate with this grade.

Work outside the Group must not interfere with the effective delivery of your duties. Additional work requires approval by the Chief Executive Officer.

Other supporting information can be found on the Group's website.

This job description is current at the date shown below. It is liable to variation by management in consultation with you to reflect or anticipate changes in, or to, the job.

Criteria	Essential/ Desirable	Assessed
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Experience		
Managing, co-ordinating and motivating a team across multiple sites	Essential	Application Form/ Certificates
Development of a team through performance management, appraisals and the co-ordination of training and skills development.	Essential	
Managing integrated marketing campaigns to support strategic targets	Essential	
Confident with audience segmentation and making data selections for campaigns	Essential	
Project management and managing multiple projects	Essential	
Reporting on campaign evaluation and ROI	Essential	
Working in Further or Higher Education	Desirable	
Budget tracking and monitoring	Desirable	
Managing events across several venues	Desirable	

Knowledge		
Working knowledge of Microsoft Office applications, including Word and Outlook	Essential	Application Form/ Interview/ Assessment
Working knowledge of strategic marketing theories and practice	Essential	
Marketing to a varied mix of stakeholders	Essential	
Thorough understanding of digital and online marketing	Essential	
Key Issues in Education	Desirable	

Qualifications		
Level 4 qualification(s) in related subject(s) e.g., IT, Communications, English	Essential	Application Form/ Certificates
A professional marketing qualification (e.g. CIM L6 qualification, Degree in a relevant subject, or equivalent), or relevant industry experience.	Essential	

Skills and Abilities		
Time management skills, organisational skills, the ability to meet tight deadlines and work under pressure	Essential	Application Form/ Interview/ Assessment
Ability to communicate to a diverse range of people at all levels, verbally and in writing	Essential	
Proven communication skills to support the day-to-day running of the team and team meetings	Essential	
IT and keyboard skills, including the use of email, PowerPoint, CRM systems	Essential	
Ability to work alone, as part of the wider team or with other teams across the group	Essential	
Proof reading and attention to detail	Essential	
Confident in analysing data and market research to identify trends and patterns	Essential	
Design Skills and a strong creative appreciation	Desirable	
Confident in report writing and presenting	Desirable	

Attributes		
Flexible and proactive approach	Essential	Interview
Highly motivated - can do style	Essential	
Results focused	Essential	
Self-development through skills enhancement	Essential	
Analytical	Essential	

Other Requirements		
Satisfactorily meeting the Group's employment checks - a Disclosure and Barring Service Check (including any relevant overseas checks), health assessment, references, qualifications and legal entitlement to work in the UK	Essential	Checks and Clearances
Ability to travel independently around sites	Essential	

Any appointment is subject to the Corporation's terms and conditions of service.

Working hours per week: 37

Working weeks per year: 52

Contract type: Fixed term period of maternity cover for a maximum of one year, or until the return, resignation or replacement of the current post holder, whichever is sooner.

Salary range: £40,039 - £43,758 per annum

Salary progression: Salary progression is achieved through annual increments, in accordance with the Group's Performance Management Scheme.

Holiday entitlement: The annual leave year runs from 1 January to 31 December. 25 days per annum, rising to 28 days with each complete year of service as of 31 December, plus 8 bank holidays per annum. In addition, the Group closure days between Christmas and New Year are not deducted from your leave entitlement.

Holiday restrictions: Leave cannot be taken on certain days designated by the Group, e.g. development and administration days. Leave is to be agreed in advance with the line manager. Academic staff or staff supporting teaching and learning cannot take leave during term time.

Pension scheme: Permanent and fixed term staff (regardless of how many hours they are contracted to) are automatically opted into the Local Government Pension Scheme unless they elect to opt out of the pension. The Group contributes to this scheme and the employee contribution is determined by the level of actual pensionable pay and the guidelines given by the LGPS. Alternatively the employee may opt out within the first 3 months of employment. Bank staff will be subject to auto-enrolment into the Local Government Pension Scheme ("LGPS"), based on certain qualifying criteria as determined by The Pension's Regulator. However, Bank staff may still elect to opt into the LGPS if they wish.