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**Job Description – Digital Marketing Coordinator**

**JOB TITLE**

Digital Marketing Coordinator

**ACCOUNTABLE TO:**

Marketing & PR Manager

**ABOUT THE COLLEGE**

Lakes College is a technical vocational Further Education College delivering education and training to full-time and part-time learners and apprentices to degree level. We have a vibrant campus in West Cumbria with state of the art vocational workshops and resources, including the National College for Nuclear Northern Hub.

Our mission and purpose are to:

‘*Enable people to recognise and develop their potential’*.

We are a people business and our mission applies as equally to our staff team as to our learners and employers’. We are a Good college and have ambition to be Outstanding by together developing our culture, standards and expectations. We encourage innovation, collaboration and reflection to lead to new ideas and methods. We gather, evaluate and use data to drive operational improvement.

**ABOUT THE ROLE**

We are looking for a bright, energetic, creative team player to join our busy marketing team, at an exciting time of growth for Lakes College.

As Digital Marketing Coordinator, your role will cover a range of tasks including social media and website content, email marketing and designing branded materials for both online and offline campaigns to drive growth and engagement.

If you enjoy launching marketing campaigns, using your imagination to create engaging social media posts as well as speaking with our learners and staff to write good news stories, then this could be the perfect role for you.

The role allows you to experience all the ins-and-outs of the strategic marketing world, from hands-on daily operations to PR launches and events.

Working with our newly launched college app you will be responsible for updating learners, apprentices and staff about the latest college updates and news.

Whether you’re a recent graduate, in the early stages of a marketing career, or an experienced marketer who wants a fresh challenge, then this could be the ideal role.

**KEY RESPONSIBILITIES AND ACCOUNTABILITIES:**

* Assist in producing and collating engaging content for use across college social media platforms and website, for example video content, case studies, graphics and good news stories.
* Display super communication skills (verbal and written) with a flair for creative writing and content creation.
* Drive content on the new MyLakes college app to improve engagement with learners, apprentices and staff.
* Demonstrate a keen eye for detail in all aspects of marketing
* Develop email marketing campaigns and analyse statistics to improve the college public image
* To assist in the co-ordination of promotional events, such as Open Days and Graduation/Award Ceremonies and attend as and when required in order to promote the business of the college.
* To ensure a positive, visible and vibrant online presence.
* Confidently track KPIs using Google analytics and social media platforms to monitor digital strength and opportunities.
* Assist with content creation and design of the college newsletter *Inside Lakes*
* Strengthen skills in Adobe suite to create videos, posters, leaflets and other promotional materials.
* Take on a responsibility for visuals around college to support campaigns, eg, safeguarding, careers, wellbeing, including on noticeboards and posters.
* Be responsible for housekeeping of all marketing materials and equipment.

**GENERIC COLLEGE ACCOUNTABILITIES**

* To operate within the college’s safeguarding children and vulnerable adult’s policy to promote and safeguard the welfare of college’s learners who are under the age of 18, and of vulnerable adults to meet the college’s moral and legal responsibilities.
* To work as a member of the team, both within the section and as part of the service as a whole, to promote a team culture and environment and contribute towards the team development and assist others as necessary during periods of peak demand.
* To contribute to the quality system of the section to ensure the delivery of a high quality service.
* To participate in the college’s performance management scheme, in order to ensure personal development needs are identified to allow maximisation of a high level of performance.
* To operate and monitor college Health and Safety Policy, in order to ensure a safe and healthy learning and working environment.
* To proactively create, communicate, implement and support the college’s Sustainability Development Strategy to ensure college targets are achieved.
* To operate and support college’s Equal Opportunities Policy, in order to ensure adherence throughout the college.
* To contribute to the smooth running of the college by undertaking other administrative duties as required to support the management of the college.
* To participate in the promotional and marketing activities of the college and ensure a professional and favourable image is portrayed at all times to enhance the college’s reputation and assist in ensuring its future success.

**Note: This Job Description is an outline of the Principal Accountabilities for the post but is not part of the Contract of Employment.**

**HOW TO APPLY**

For full information about this role or to apply visit [www.lcwc.ac.uk/job](http://www.lcwc.ac.uk/job)

**Person Specification – Digital Marketing Coordinator**

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|  | **Essential** | **Desirable** | **Assessment Method** |
| Qualifications |  |  |  |
| 5 GCSE’s (including Maths & English or equivalent) | **✓** |  | AF /Cert |
| Relevant Level 3 qualification | **✓** |  | AF/ Cert |
| Degree in Digital/Marketing or similar area |  | **✓** |  |
| Experience |  |  |  |
| Have a strong understanding of social media channels and reporting on analytics | **✓** |  | AF / IV |
| Have proven experience of using design and editing software such as Adobe InDesign, Premiere Pro, Photoshop or similar programs | **✓** |  | AF / AT / IV |
| Have experience of writing, editing and proofreading, displaying attention to detail. | **✓** |  | AF / AT / IV |
| Be able to deliver under pressure and portray a passion for the role. | **✓** |  | AF / AT / IV |
| Have outstanding interpersonal skills, and the ability to work independently as well as part of a small team | **✓** |  | AF / AT / IV |
| Teamwork & Personal Credibility |  |  |  |
| Work collaboratively and for the good of all | **✓** |  | AF / AT / IV |
| Welcome suggestions for improving standards and offer suggest improvements | **✓** |  | AF / AT / IV |
| Act as a team player | **✓** |  | AF / AT / IV |
| Accept responsibility for personal activities within agreed parameters | **✓** |  | AF / AT / IV |
| Display a high standard of personal integrity | **✓** |  | AF / AT / IV |
| Demonstrate a good understanding of and positive commitment to organisational objectives | **✓** |  | AF / AT / IV |
| Communication |  |  |  |
| Strong interpersonal and communication skills with the ability to present analysis in an understandable and concise manner | **✓** |  | AT/ IV |
| Analytical & Decision Making Skills |  |  |  |
| Uses logic, analysis, experience and models to solve problems | **✓** |  | AT / IV |
| Organised and attentive to detail | **✓** |  | AT / IV |
| Examines options to find solutions or seeks suggestions that are effective in addressing the problem in hand | **✓** |  | AT / IV |
| Able to demonstrate organised and analytical problem-solving skills with the tenacity to search out and explain relevant information |  | **✓** | AT / IV |
| Internal Customer Orientation |  |  |  |
| Demonstrates meeting expectations of internal customers, including students | **✓** |  | AT / IV |
| Develops relationships with internal customers and gains their respect | **✓** |  | IV |
| Treats internal customers fairly and in a non-discriminatory manner | **✓** |  | IV |
| Personal Effectiveness & Initiative Taking |  |  |  |
| Demonstrates ability to work under pressure, prioritise and commit to strict deadlines whilst maintaining the quality of output | **✓** |  | AT / IV |
| Ability to prioritise own work, multi-task and shift priorities | **✓** |  | AT / IV |
| Proactive in taking action to achieve goals | **✓** |  | AT / IV |

***\*Assessment method:***

AF = Assessed via application form

IV = Assessed via interview

AT = Assessed via test/work-related task

Cert = Certificate checked at interview