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**Job Description – Marketing Executive**

**JOB TITLE**

Marketing Executive

**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**

An exciting opportunity has arisen to join our award-winning college as Marketing Executive.

The role requires enthusiasm, creativity, motivation and the ability to prioritise workloads. Working in a fast-paced office, you will be responsible for the day-to-day marketing of the college, working with staff to implement a range of marketing plans, events and campaigns to meet college objectives.

You will be part of a team responsible for content across the college’s social media platforms and website, ensuring consistency in reflecting the College’s strategy, reputation, high quality design and branding.

**KEY RESPONSIBILITIES AND ACCOUNTABILITIES:**

* To assist in developing the college’s digital strategy, ensuring a positive, visible and vibrant online presence, through the website as well as the college’s social media platforms
* Plan engaging marketing campaigns to drive recruitment and recognition
* Social media management across platforms including Facebook, Instagram, LinkedIn, TikTok and X
* Analyse campaign performance to increase brand awareness and report back on core business KPIs, making suggestions on improving future results using digital analytic tools
* Actively gather, develop and write content for the college’s website ensuring the information is accurate
* Coordinate with all college stakeholders, building relationships to improve marketing strategies
* Utilise email marketing to communicate with target groups to increase recruitment
* To produce publicity materials (both for internal and external stakeholders) ensuring that an adequate supply of up-to-date material is available at all times to maximise the marketing potential of the college
* Write and develop content for digital and print campaigns as well as external award submissions
* Ability to film and edit videos to promote the college offering to different groups of stakeholders
* Assist in the organisation and management of both internal and external events throughout the year, including Open Events and Award Ceremonies
* Engage with stakeholders through the college app MyLakes, including learners, staff and applicants
* Source advertisement opportunities to reach all target stakeholders
* Identify and secure opportunities for media coverage, writing engaging content and taking photographs for press releases
* Keep up to date with marketing trends and competitor activity
* Proactively ensure that all college marketing materials adhere to brand guidelines
* Deputise for the Marketing & PR Manager in their absence

**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 – Marketing Officer**

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|  | **Essential** | **Desirable** | **Assessment Method** |
| Qualifications |  |  |  |
| Hold a relevant degree or equivalent qualification. | **✓** |  | AF / CERT |
| Experience |  |  |  |
| Have in-depth experience of contributing to social media channels in a professional setting and reporting on social media analytics. | **✓** |  | AF / IV / AT |
| Have proven experience of using design and editing software (Adobe InDesign, Premiere Pro, Photoshop, Canva). | **✓** |  | AF / IV / AT |
| Have experience of writing, editing and proofreading. | **✓** |  | AF / IV / AT |
| At least two years’ experience in a marketing role, or similar, as well as experience in stakeholder engagement. |  | **✓** | AF / IV / AT |
| Be able to maintain website copy and design. | **✓** |  | AF / IV / AT |
| Display an ability to organise events. | **✓** |  | AF / IV / AT |
| Teamwork & Personal Credibility |  |  |  |
| Have outstanding interpersonal skills, and the ability to work independently as well as part of a small team. | **✓** |  | AF / IV / AT |
| 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 |  |  |  |
| Hold excellent communication skills with both internal and external partners. | **✓** |  | AF / AT / IV |
| Strong interpersonal and communication skills with the ability to present analysis in an understandable and concise manner | **✓** |  | AT/ IV |
| Analytical & Decision Making Skills |  |  |  |
| Be able to deliver under pressure and portray a passion for the role. | **✓** |  | AT / IV |
| 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 |
| 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