



# Brockenhurst College

## JOB DESCRIPTION

<b>POST:</b>	<b>Marketing and Events Executive</b>
<b>WORKING HOURS:</b>	<b>37 hours a week for 52 weeks per year</b>
<b>GRADE:</b>	<b>Scale 7 to 8 – points 29-34</b>
<b>SALARY:</b>	<b>£26,172 to £31,125</b>
<b>DATE:</b>	<b>June 2019</b>
<b>RESPONSIBLE TO:</b>	<b>Head of Marketing and Communications</b>

### Job Summary:

The post holder will be responsible for devising and delivering a range of marketing, promotional and public relations activities for the College, in line with the Marketing Strategy. The role requires:

- the development of innovative and contemporary approaches to marketing and promotions
- the routine use of data and research to inform and evaluate activities
- pro-active support for all College activities, initiatives and goals, working closely with the College's schools' liaison team.
  
- *The job will include some weekend and evening work.*

### Duties and Responsibilities:

#### Events

1. Develop and manage high-profile College events such as open events and freshers' day, open mornings, parental tours.
2. Manage and coordinate the College's student ambassador scheme. Organising bookings and deliver training where appropriate.
3. Generate ideas for new events to complement and support the programme, targeting specific groups where possible and tailoring each occasion to its audience so that its objectives are achieved.
4. Ensure that relevant events are held, both internal and external, to promote the College effectively.
5. Provide event training for colleagues across the College, helping them to enhance the level of customer service they offer.

#### Outreach

1. Develop the College Outreach programme, bring in students from local feeder schools to the College.
2. Work with colleagues across the College to generate ideas for outreach activities.

#### Alumni and fundraising

1. Develop the College alumni strategy to maximise potential donations from past students.
2. Coordinate approaches to major donors and potential supporters. This will involve working together with others in identifying and contacting individuals capable of making significant contributions, as well as maintaining regular contact with existing supporters.
3. Seek and obtain sponsorship for key events and College initiatives.

#### Evaluation and Market Research

1. Evaluate events activities to ensure an understanding of the effectiveness of each activity.
2. Undertake mystery shopper activities to evaluate key customer interactions.
3. Capture customer feedback to ensure that activities are appropriate and effective.
4. Undertake competitor research and analysis.

### General

1. Undertake any other reasonable duties as may be requested from time to time.
2. Maintain accurate and up to-date records of all events income and expenditure.
3. Support College staff and colleagues by devising and coordinating appropriate marketing and events campaigns.

### **The Postholder will:**

- Give a high profile to equality of opportunity in all areas of activity, including compliance with the Equality Scheme and Action Plan.
- Aim to provide a safe and secure environment for all our students in compliance with our Safeguarding Learners – Child and Vulnerable Adult Protection Policy.
- Participate in the agreed scheme for staff development, training and appraisal and be committed to continuous personal and professional development.
- Carry out all duties with due regard to Health and Safety Regulations.
- Ensure compliance with the Financial Regulations of the College
- Ensure compliance with the College Computer & Telecommunication Systems regulations, policies and procedures.
- Notify Personnel of any changes in personal details, e.g. a change of name or address, car registration number, telephone number, next of kin/emergency contact details, etc.

*This job description is current at the date shown but in consultation with the postholder it is liable to variation to reflect or anticipate changes related to the job.*

## PERSON SPECIFICATION

JOB TITLE: **Marketing and Events Executive**

POST No. **????**

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>EDUCATIONAL QUALIFICATIONS/ ATTAINMENTS</b>	<ul style="list-style-type: none"> <li>• A degree or equivalent in relevant subject.</li> </ul>	<ul style="list-style-type: none"> <li>• A professional marketing qualification.</li> <li>• Membership of a professional marketing body or group.</li> </ul>
<b>EXPERIENCE REQUIRED</b>	<ul style="list-style-type: none"> <li>• Experience of implementing marketing strategy for / in a medium / large organisation.</li> <li>• Experience in fundraising and alumni development</li> <li>• Experience of using data and research to inform operations within a marketing environment.</li> <li>• Knowledge of different methods of evaluating marketing activities to ensure effectiveness.</li> <li>• A proven track record of successful planning and delivery of large and sometimes complex events, and sound decision making.</li> <li>• Creative and proactive approach to the delivery of a wide ranging programme of events.</li> <li>• Understanding of the context and issues facing the FE / HE sector.</li> <li>• Experience of generating business and customer commitment.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in the FE sector.</li> <li>• Experience of line-managing staff.</li> <li>• Experience of budget management.</li> </ul>
<b>SPECIAL KNOWLEDGE OR TRAINING</b>	<ul style="list-style-type: none"> <li>• Operational innovation within a marketing environment.</li> <li>• Good understanding of social media within a marketing environment.</li> <li>• Excellent command of English and the ability to write compelling text.</li> <li>• Able to analyse data accurately and effectively in order to convert it into practical business plans.</li> <li>• Good project management skills.</li> <li>• Able to anticipate and respond to the needs of internal and external customers.</li> <li>• Good level of IT literacy.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of marketing in post-16 education and training.</li> <li>• Knowledge of current developments in post-16 education and training.</li> <li>• Familiarity with IT applications relevant to marketing.</li> </ul>
<b>ABILITIES, SKILLS &amp; PERSONAL QUALITIES</b>	<ul style="list-style-type: none"> <li>• Creative thinker.</li> <li>• Self aware, confident and “can-do”</li> <li>• Able to communicate at all levels, internally and externally.</li> <li>• Comfortable with autonomy of decision making and able to work under own initiative and motivation.</li> <li>• Able to manage conflicting demands and situations effectively.</li> <li>• Able to work flexibly to accommodate some evening and weekend work.</li> </ul>	
<b>RELATIONSHIPS</b>	<ul style="list-style-type: none"> <li>• Ability to build good relations with a range of client groups.</li> <li>• Able to build links with and establish a</li> </ul>	

	<p>good working relationship with colleagues from every sector of the College.</p> <ul style="list-style-type: none"> <li>• Ability to work constructively as part of a team.</li> </ul>	
MOTIVATION	<ul style="list-style-type: none"> <li>• A strong commitment to meeting the needs of clients.</li> <li>• Dedication and enthusiasm for the role of marketing the College.</li> <li>• Commitment to working flexibly and to sometimes working unsociable hours.</li> <li>• Commitment to the ethos of continuous improvement and quality.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate an interest in personal and professional development.</li> </ul>
SPECIAL CIRCUMSTANCES	<ul style="list-style-type: none"> <li>• Willing and able to travel to different College sites and venues where the College is publicising its work.</li> </ul>	<ul style="list-style-type: none"> <li>• Driving licence.</li> </ul>