



## JOB DESCRIPTION

<b>POST:</b>	<b>Digital Marketing Coordinator</b>
<b>WORKING HOURS:</b>	<b>37 hours a week, 52 weeks a year</b>
<b>GRADE:</b>	<b>Salary Scale 4-5, point 20 to 25 (£19,519 to £22,811)</b>
<b>DATE:</b>	<b>April 2019</b>
<b>PURPOSE OF THE POST:</b>	<b>To work with the Digital Marketing Executive to develop and deliver a digital marketing plan, in line with the College's overarching marketing strategy.</b>
<b>RESPONSIBLE TO:</b>	<b>Head of Marketing and Communications</b>

### General

1. Support the Digital Marketing Executive in developing and facilitating an integrated digital marketing plan in line with the strategic plan and the College's marketing strategy.
2. Monitor campaign and digital activity, producing reports as required in line with the College's marketing campaign strategy.
3. Maintain a good level of market awareness and understanding of the perception the College and the College's reputation in the eyes of stakeholders in order to identify opportunities and drive engagement.
4. Provide digital marketing advice and support to the College's marketing team and develop effective working relationships across the College as appropriate.
5. Proactively take responsibility for Search Engine Optimisation of the College's website, liaising with external agencies where necessary.
6. Work with the Digital Marketing Executive to investigate and implement digital functionality enhancements with a view to benefiting the College.
7. Work with marketing colleagues to deliver integrated marketing campaigns.
8. Coordinate the relationship between third party support agencies, consultants and internal stakeholders.
9. Stay up-to-date with the latest digital marketing developments including the use of new technology.
10. Undertake any other duties commensurate with the grade.

### Website

1. Research and evaluate the design and functionality of the College websites, working closely with the Digital Marketing Executive and external agencies.
2. Support the technical liaison with appropriate departments within the College and external organisations, for example IT Services and WESS.
3. Update the general website content and course pages regularly with content provided.

**E-marketing (internal & external)**

1. Provide support for the College’s e-marketing system including: mailing lists, scheduling, segmentations, synchronisations, automations, payments, developments.
2. Help execute email marketing campaigns proactively and as directed by the Head of Marketing and Communications and the Digital Marketing Executive.

**Social media management**

1. Develop and support the implementation action plan for the development of the College’s social presence.
2. Evaluation of the external social landscape, identifying innovative solutions for implementation to the College’s social offering.
3. Working with the Marketing and Events Coordinator and the wider marketing team, implement the action plan to centrally maintained social channels and support/advise colleagues in applying the action plan to locally managed social channels.

**The post-holder will:**

- Give a high profile to equality of opportunity in all areas of activity, including compliance with the Equality Scheme.
- 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 Human Resources 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 post-holder it is liable to variation to reflect or anticipate changes related to the job.*

Signature of post-holder: _____	Date _____
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**ROLE SPECIFICATION**  
**Digital Marketing Coordinator**

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>Educational Qualifications/ Attainments</b>	Good general education (esp. English and maths), preferably to degree level.	Marketing, Digital, Business or Communications qualification(s)
<b>Required Experience</b>	Experience of working in a marketing role within a busy department. Experience in social media management. CMS editing experience. CRM/email automation software experience.	Experience in communications, PR, design, photography or related areas.
<b>Specialist Knowledge or Training</b>	Extremely computer literate, with excellent skills in Microsoft Word and Excel as a minimum. Solid understanding and experience of social media platforms for business purposes.	Some experience of projects using Photoshop, In-Design or similar applications.
<b>Abilities, Skills &amp; Personal Qualities</b>	Excellent verbal and written communication and interpersonal skills. Ability to work under pressure to tight deadlines and to handle a number of projects simultaneously. Highly organised with the ability to multi-task. Personable, well organised, confident and enthusiastic and self-starter. High attention to detail.	Understanding of the education sector. Event experience. Writing expertise.
<b>Relationships</b>	The ability to build good relations with a range of stakeholders and external contacts. The personality to build links and establish good working relationship with colleagues from every sector of the College. Ability to work constructively as part of a team.	
<b>Motivation</b>	Strong commitment to meeting the needs of clients. Enthusiasm for the role of marketing the College. Willingness to work flexibly. Commitment to the ethos of continuous improvement and quality	Demonstrate an interest in personal and professional development.
<b>Special Circumstances</b>	Willingness to work occasional evenings and weekends.	