



Marketing and Communications Officer

Job Specification

Job Description

Employment status:	Permanent, full time.
Hours:	Full time hours at Al-Maktoum College are 36.25 per week, Monday to Friday 9.00am to 5.15pm. Occasional work is required out with these days with time off in lieu.
Location:	124 Blackness Road, Dundee, DD1 5PE. The role is based full-time at the College with the possibility of hybrid working.
Department:	Admissions
Manager:	Admissions and External Relations Manager
Liases with:	Prospective and Current Students, Academic Staff, Student Administration, Finance Team, Events Co-ordinator, Academic Registrar, Head of College
Visa Eligibility	This post does not meet the requirements for a Skilled Worker Visa

Summary of the Role

The aim of this role is to develop and implement robust and comprehensive marketing and communications plans that maximise the recruitment of undergraduate and postgraduate students by enhancing the national and international profile of the College.

Working closely with the Student Recruitment Officer, the successful candidate will be primarily responsible for creating and delivering communications and marketing plans for projects across the organisation. They will write marketing copy, identify contents for and schedule social media messages, and create content for the College's website, including new approaches to digital publishing.

Additionally, the postholder will work on media relations, teaching and learning success stories, speech writing, reputation management and contribute to a wide range of corporate communications, including support for internal communications.

The role is busy and varied and the successful candidate will get wide-ranging experience working across a number of key communications activities. You will also be supported to develop your expertise through training and ongoing support and development.

Duties and responsibilities

Day to day running of social media platforms:

- Run our social media accounts (Facebook, Twitter, LinkedIn, and Instagram and TikTok), using these to promote our services, increase brand awareness and drive engagement with our audiences
- Develop the College's online presence by exploring new opportunities and channels to appeal to different audiences
- Track the College's reach and engagement using insight and analytics tools, reporting regularly to senior management

Coordinate and report on digital marketing:

- Manage effective digital advertising campaigns using Google AdWords and Facebook advertising
- Maintain the College's Google AdWords account
- Report on outcomes

Help plan and deliver organisational communications:

- Assist in maintaining and updating the central communications timeline of the College and help promote awareness campaigns around key dates and themes
- Assist with Internal Communications delivering key messages to staff and supporting with the monthly newsletter
- Assist with speech writing and internal communications for senior management

Assist with brand management and design:

- Ensure the College's brand is consistently used across all channels (including any use by third parties) as per our guidelines
- Help produce creative designs and artwork for print and digital requirements, utilising inhouse design tools and software (including Adobe Creative Cloud)
- Maintain and update in-house branding and collateral, our image library, stock photography, templates and presentations.

Assist with the production and distribution of College literature:

- Create material using Adobe Photoshop, InDesign and Illustrator
- Assist in the design and delivery of literature and merchandise, liaising with external designers where required
- Create as Newsletter: develop content ideas for forthcoming editions, collate and chase authors for articles, keep track of schedules and deadlines, proof and mark up editions, and liaise with designers where required.

Support with the maintenance of our website and content management:

- regularly updating the website with new content or features through the content management system, liaising with web providers where necessary
- Help develop different user journeys and profiles, liaising with external suppliers where required, and report on website use and future development opportunities

Undertake research and analysis to inform decision-making:

- Assist with running internal working groups to develop ideas and campaigns
- Help conduct research as required to inform decision-making and test ideas and materials

- Analyse and regularly report on statistics to improve and inform our marketing activity (using Google Analytics, Twitter analytics)

Help maintain communications procedures, guidelines, and best practice:

- Act as the first point of contact for communications queries, co-ordinating the appropriate response from College and linking in with other colleagues where necessary
- Increase the number of organisations that promote the College and our services and compile a list of key communications contacts to increase information sharing
- Help create internal reference tools and templates

Other

- Review the use of new and emerging technology that can be used to strengthen the College’s digital communication strategies.
- Support staff with IT requirements and problem solving when required.
- Act as liaison with IT provider when required.
- Support the Admissions team with ad hoc administrative duties as required.
- Undertake any other reasonable duties commensurate with the post.

Line management responsibilities

- There are no line management responsibilities for this post.

Financial accountabilities

- There are currently no financial accountabilities for this position.

Person Specification

To fulfil your role, you will need certain knowledge, skills, and competencies. The following competency specification provides a framework within which your performance will be assessed.

The competencies set out below are essential and are core requirements needed to perform the role and any candidate who fails the requirement will not be taken forward for further assessment or to interview.

Knowledge and Experience

Has proven experience in this role	Application /Interview
Relevant undergraduate degree in marketing, digital communications, media, public relations, English or a related field; or comparable experience	Application/Interview
Experience in one or more of the following: sales/ marketing/ public relations or student recruitment	Application/Interview
Proven experience of delivering successful integrated marketing campaigns from concept to execution	Application /Interview
Ability to think creatively and critically about multimedia content whilst ensuring alignment with brand guidelines	Application /Interview

Demonstrable ability to work with multiple digital technologies and a solid comprehension of mobile and web technology

Application /Interview

Has an active approach to continuing professional development/undertaking training as appropriate for personal and professional development

Application /Interview

Competency

Identified by

Skills, knowledge, and aptitudes

Communication: Communicates in a clear manner and actively listens and engages to gain understanding – Uses a variety of communication methods in a professional way and appropriate to the audience.

Application /Interview

Copywriting and editing skills.

Seeks to understand the communication needs of colleagues and customers, being mindful of equality issues and the diverse needs of the range of people we work with.

Choose the most appropriate method of communication for the situation, seeking to avoid using one fixed style or approach.

Attitude: Self-motivated to work independently without close supervision, using own initiative to resolve problems.

Application /Interview

A positive, energetic attitude

The ability to work under pressure and to tight deadlines, juggling multiple projects.

Be interested in keeping up to date with the latest social media sites, trends and technologies.

Liaison and Networking: Lead external agencies, when appropriate, to effectively manage events, press relationships, editorial requests, presentations, promotional materials and online activities.

Application /Interview

Service Delivery: Can demonstrate previous successful service delivery whilst working in a busy, high pressured, working environment

Application /Interview

Digital Literacy: The ability to continuously learn and understand the digital landscape and marketplace for communicating with prospective students.

Application /Interview

Planning and Organisation: Can demonstrate experience of organising project marketing communication from start to finish. Application /Interview

Analysis/Reporting: Can demonstrate the ability to gather and use data to recognise and accurately interprets patterns and trends. Application /Interview

Training: You must be prepared to undertake compulsory online training should you be appointed. This annual training includes: GDPR for Education; Bully and Harassment in the Workplace; Equality and Diversity; Fire Safety in Education; H&S in Education; Working with DSE equipment. Application /Interview

Ongoing role specific training will be required.

Personal Effectiveness / Excellence: Continuously strives to learn about how things are done, why they are done that way and how the role impacts on everything. Is effective in planning and managing their workload. Application /Interview

Willingness and ability to travel occasionally, by own means, at regional, national, and international level.

Benefits

- Salary range of £25,632 to £28,828 per annum. (Salary may be negotiable depending on experience)
- 34 days paid holiday (this includes public holidays and paid closure days;
- Pension scheme (auto-enrolment to the People's Pension). You may opt-out.
- Paid sick leave
- Mental health and wellbeing support
- Ongoing training and professional development
- Parking provision
- 50% of gym membership paid retrospectively
- Charity giving

Application Process

By email to hr@almcollege.ac.uk

Please include the following documents:

- A covering letter outlining your suitability to the for the role with your salary details
- A completed application form
- Any other relevant information

Informal discussion

For an informal discussion about the role please contact Lynn Osborne-Moore by email l.osborne-moore@almcollege.ac.uk or by calling 01382 908070.

No Agencies – we do not use agencies, nor do we accept agency CV submissions.

Closing date

Friday 16th August 2022

Applications may be interviewed as when they are received, so you may be invited to interview ahead of the closing date.

Interview date

Date for interview will be advised to you later in this process.

There may be a two-stage interview process, held on different dates.

Please advise of any dates that you cannot make, up to 4 weeks from the closing date. This helps us plan interviews should you be shortlisted.