



Peter Symonds College Job Description

Job Title:	Senior Marketing Officer – Job Share
Responsible To:	Head of Admissions & Marketing
Job Purpose:	To work alongside the job-share partner in supporting the Head of Admissions & Marketing to proactively promote the College and enhance its public profile and student recruitment efforts, with a lead focus on digital channels and content creation.

Core Working Requirement

The post holder will be required to work on the day prior to, as well as, Level 3 Results Day (A Levels and BTECs) to co-ordinate and manage essential media coverage. Time Off In Lieu (TOIL) will be given as appropriate.

Key Responsibilities

Working with the job-share partner, the post holder is required to carry out the following duties:

1. Digital Marketing & Web Management

- **Social Media Leadership:** Take the lead on the College's social media presence, assisting with the development and implementation of the social media strategy and digital promotion/advertising campaigns to increase engagement among prospective students and the general public.
- **Website Content:** Work closely with Web Services to ensure the College website is regularly updated, accurately reflecting upcoming events, news, and relevant course information.
- **Performance Monitoring:** Monitor and analyse online activity, media coverage statistics, and campaign performance in order to produce regular reports for management, evaluating the effectiveness and reach of the College's digital presence.

2. Content Creation & Print Production

- **Marketing Collateral:** Assist in the development, design, procurement, and delivery of all marketing and advertising materials, including the prospectus, brochures, flyers, posters, and promotional videos.
- **Supplier & Content Management:** Liaise with key external suppliers (design agencies, printers, photographers) and assist with the creative content development for all College materials, ensuring brand consistency.

- Internal Support: Support other departments, particularly Admissions and the Senior Management Team (SMT), in creating high-quality presentations and promotional materials.

3. Public Relations & Communications (PR & Comms)

- Media Support: Support the Marketing Officer (PR & Comms) in executing press and media communications.
- Story Identification: Liaise with colleagues and students to proactively identify and promote newsworthy material, ensuring content is posted appropriately to the College website and social media channels.
- Media Reporting: Establish and maintain a process for monitoring media coverage on an ongoing basis, evaluating its impact and preparing reports for the HoD, SMT, and/or Board of Governors.

4. Events Management & Recruitment

- Event Planning & Publicity: Assist in the planning and execution of in-house events, covering promotion, photography, and publicity for key dates such as Open Evenings, Enrolment, Welcome Days, Taster Days, Sports Events, and the Awards Evening.
- Admissions Support: Participate in on-campus events, open evenings, and support the Admissions team during enrolment activities, interviews, and off-site recruitment/careers events within local schools as required.
- Presentations: Represent the College by delivering presentations at school year group assemblies when requested by the Head of Admissions and Marketing.

5. Administration & General

- Maintain and update accurate information for marketing databases and administration processes.
- Provide practical support to other College departments for promotional activities (e.g., managing digital images, distributing supplies).
- Provide cover for the Marketing Officer (PR and Comms) during her/his absence.
- Actively contribute to the College's commitments on safeguarding students and promoting equality and diversity.
- Carry out any other duties as reasonably required by the HoD and/or the College Principal.

Person Specification

This section outlines the essential and desirable knowledge, experience, skills, and attributes required for the role.

Category	Essential Requirements	Desirable Requirements
Experience & Knowledge	* Proven experience working in a Marketing or Communications role. * Demonstrable experience in managing and growing social media platforms for an organisation. * Experience with website content management and updating. * Experience in the production of marketing materials (print and digital). * Proficient in the use of Adobe software	* Experience working within the education sector (further or higher education). * Experience in event organisation and coordination. * Knowledge of safeguarding and equality issues in an educational setting.
Skills & Abilities	* Excellent written and verbal communication skills, with an ability to write engaging content for diverse audiences. * Strong organisational skills and ability to manage multiple projects simultaneously, meeting deadlines. * Competent in using digital analytics tools to monitor and report on campaign and website performance. * Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint). * Ability to work effectively as part of a job-share/team arrangement.	* Basic skills in photography or video editing for creating social media content. * Ability to deliver engaging presentations to large groups.
Personal Qualities	* Proactive and self-motivated with a high degree of initiative. * Flexible and willing to work outside of standard hours when required (e.g., results day, open evenings). * Professional and approachable demeanour when liaising with students, staff, and external partners. * Commitment to promoting and adhering to the College's safeguarding and equality policies.	