

Job Description

JOB TITLE ASSISTANT MARKETING MANAGER

POST NUMBER 12/13/978

GRADE MANAGEMENT SPINE

Job Purpose

Taking strategic and creative leadership from the Head of Marketing and Communications, the Assistant Marketing Manager will assume delegated responsibility for the delivery of marketing projects, assignments and events.

Key Tasks/Duties

The person appointed will be responsible to the Head of Department for the day to day supervision of the Department and the delivery of projects, assignments and events.

Key tasks will include:

- Deputising for the Head of Marketing and Communications, where appropriate
- Co-ordinate the organisation of College marketing events such as College Open Days, Celebration Events, Business Breakfasts etc.
- Prepare and co-ordinate the production of college publications to deadlines, targeted at the adult, employer and 14 – 19 markets (e.g. writing customer friendly copy, sourcing photos, compiling and editing course listings, management of the design and print process)
- Prepare and implement marketing plans and action plans for the 14 –19, adult and employer markets
- Carry out market research (e.g. identifying information gaps; analysing recruitment trends and labour market trends; customer needs, competitor, key influencer and public perceptions analyses).
- Manage the external design and print process.
- Oversee the production and timely completion of print and web based marketing materials.

- Ensure that agreed performance standards and targets are met.
- Meeting the requirements of the Health & Safety at Work Act 1974 and the College's Health & Safety procedures.
- Undertaking such other duties as may be reasonably required commensurate with the grade of the post.

Supervisory Responsibility

Members of the Marketing team

Salary

Management Spine G – D £26,245 - £29,236 per annum

Conditions of Service

The College standard Contract of Service applies.

Hours of attendance: 37 hours per week

Annual Leave: 35 days per annum plus statutory holidays

The College reserves the right to direct up to 10 days of your annual leave entitlement for efficiency purposes.

Weston College is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.

Person Specification

ASSISTANT MARKETING MANAGER PERSON SPECIFICATION

	<i>ESSENTIAL</i>	<i>DESIRABLE</i>
A Marketing/Communications/Business related degree or an appropriate professional marketing qualification		✓
A minimum of 3 years experience of working in a marketing environment.	✓	
Effective communicator: A high level of interpersonal and writing skills, including copywriting, media releases and editing.	✓	
Ability to collate, analyse and interpret data	✓	
Team player	✓	
Experience of working in the education marketing environment		✓
Excellent organisation skills	✓	
Computer literacy	✓	
Promoting a culture of quality, partnership and innovation	✓	