

## **JOB DESCRIPTION**

<b>Job Title:</b>	Marketing & Communications Specialist
<b>Department:</b>	Admissions
<b>Responsible to:</b>	Admissions Manager
<b>Purpose of the job:</b>	<p>The Marketing &amp; Communications Specialist is a key member of the Admissions and Marketing team who contributes significantly to the smooth and professional working of the College by producing digital and print marketing materials of an exceptionally high standard; maintaining our website and social media feeds and positively promoting the college in a variety of other ways.</p> <p>As a public-facing ambassador of the College, they demonstrate the highest professional standards at all times. Exceptional administrative skills, flexibility, the ability to work under guidance to deadlines as well as being self-directed and showing initiative are key characteristics of the post-holder. The Marketing &amp; Communications Specialist supports all members of the community by communicating effectively, building relationships and being actively engaged in college life.</p>

By nature of the role, the following list is not exhaustive, but is a guideline as to the main requirements of the role. The Marketing & Communications Specialist must be flexible, able to prioritise and be prepared to carry out reasonable tasks not necessarily covered within this Job Description.

### **Main responsibilities:**

- Production of marketing materials including but not restricted to newsletters, leaflets and course specific brochures;
- Maintenance of the CSFC Website including regular update of core information and weekly update of news stories liaising with the College leaders, staff, prefects and other pupils;
- Maintenance of the CSFC Social Media platforms and planning a social media calendar ensuring a co-ordinated approach to dissemination of marketing and news information for both the Cardiff and Cambridge campuses and liaising with leaders, staff, prefects/pupils and sales team to ensure regular posts;
- Be an active presence in CSFC Cardiff to make active relationships with all staff and pupils by attending student events, visiting lessons, seeing extra-curricular activities and clubs and attending boarding activities (sometimes at weekends);
- Visit CSFC Cambridge, as required, and be an active remote presence, to achieve the same objectives as outlined above;
- Ensure that the Social Media marketing acts in co-ordination with the CSFC website to ensure SEO and production of website reports;
- Delivery of email campaigns and newsletters through the use of online software;
- Producing advertisements using InDesign and Photoshop;
- Taking and editing of videos and maintenance of the school YouTube channel including producing content featuring current college personnel and events for the sales team in market;
- Liaison with the Alumni Manager to co-ordinate all marketing events with any alumni events to ensure a mutually supportive system;
- Assisting the team in the preparation and delivery of Open Days, Sales Conferences and other events at both Cardiff and Cambridge campuses;

- Working with the Global Director of Marketing and Student Recruitment on appropriate marketing materials in support of selected fairs and media partners;
- Ensuring all press cuttings (digital & print) are filed effectively for termly reports;
- Ensure all major school events are photographed and videoed including Sports Day, Eisteddfod, GLEE, Cultural Event, TEDx, Graduation Ball and Graduation Day;
- Coordinate portrait photographs of all new students and staff joining the college in September;
- Providing reports as required by the Global Director of Marketing and Student Recruitment;
- Putting together weekly updates on activity for the Global Director of Marketing and Student Recruitment and College Principals;
- Putting together a school visits and liaison programme in conjunction with the Principal/SMT;
- Arranging and delivering College tours liaising with College leaders, Boarding staff at our Cardiff campus and liaison with Cambridge staff for tours of Cambridge campus, planning itineraries effectively for prospective families.

### **College Support:**

- Invigilate examination sessions, as required;
- Supervise lessons (cover) in the absence of a teacher, if required;
- Attend all staff meetings, INSET training days/events and any other calendared events where full staff attendance is required.

### **Health & Safety:**

- Comply with all health and safety procedures as required by the college on all sites;
- Report any concerns, issues and near misses;
- Keep up to date with all relevant training;
- Act as a Fire Marshal if asked to do so and trained appropriately.

### **Safeguarding Responsibilities:**

Cardiff Sixth Form College is committed to its responsibility for safeguarding and promoting the welfare of its students in line with government recommendations and policies. Due to this, all staff at the college have a responsibility for safeguarding and reporting any concerns regarding students to the DSP or a Deputy Safeguarding Officer. Your safeguarding responsibilities mean that you will need to:

- Demonstrate a commitment to promoting and safeguarding the welfare of children and young persons in line with College Policy and procedure.
- Respond and deal with incidents in a sensitive, empathetic and supportive manner, reporting any incidents to the accommodation manager and pastoral team.
- Undertake initial and regular safeguarding training and be willing to undertake additional safeguarding training to enhance professional development.

### **Skills & Requirements:**

- Experience in related marketing roles or recent relevant training/qualifications;
- Familiarity with complex organisations such as (but not necessarily) a school;
- Ability to optimise efficiency and advise over process improvements;
- Multi-tasking and time management capability;
- Excellent written and verbal communication skills;
- Integrity and professionalism;
- Proficiency in IT programmes and systems;
- Creativity and ability to produce well-designed marketing products;
- Qualifications relevant to the role.

### **Person Specification:**

- Be able to manage the demands of a role which require flexibility, initiative, periods of high pressure, the ability to meet deadlines and to self-initiate tasks;
- Be adaptable and show good judgement;
- Have outstanding organisational skills and an ability to complete tasks without supervision whilst also functioning as a part of a team;
- Work effectively with other people by being self-aware, treating people equally and sensitively, whilst ensuring all aspects of confidentiality are maintained;
- Develop good working relationships with colleagues;
- Communicate clearly by getting the message across effectively, listening carefully and responding to feedback;
- Represent CSFC professionally and adhere to the highest levels of service with all stakeholders including students, parents, agents, guardians and external service providers;
- Be positive in outlook and supportive in all aspects of work;
- Be willing to undertake further professional training/qualifications, as required;
- Be an outstanding ambassador for Cardiff Sixth Form College and Dukes Education.

**Terms & Conditions:**

Remuneration	Dependent on experience
Working Hours	37.5/week. Shift patterns by agreement (within 0800-1800, Monday-Friday)
Holiday entitlement	38 days (inclusive of the 8 normal bank holidays)
Notice period	1 month
Probationary period	6 months reviewable at discretion of CSFC
Pension	Inclusion in the Cardiff Sixth Form Pension Plan
Training	Commitment to ongoing training, as required

*Cardiff Sixth Form College is an equal opportunities employer and is caring and reasonable in its approach to all staff.*