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| **Job Title:** | Content Co-ordinator | **Post No:** |  |
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| **School/**  **Directorate** | Curriculum Support / Business Development | **Department/**  **Team:** | Marketing |

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| **Reports to (job):** | Director of Communications, Admissions and Marketing |
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| **Responsible for (jobs):** | Co-ordinating and creating marketing related content working across College with Director of Marketing, Curriculum leaders/teachers as well as the rest of the Marketing Team, involving different communication methods as appropriate. |

**Job Purpose**

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| To be responsible for initiating and managing marketing related content to promote aspects of the College’s provision, student recruitment, new funding streams or other College or Government initiatives to help increase the reputation of the College and student recruitment. |

**Main Responsibilities**

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|  | Develop, implement, and execute marketing content schedule reflecting the College’s strategic aims and objectives. As well as act responsively to marketing projects and campaigns which arise throughout the year |
|  | Liaise with Director of Communications, Admissions & Marketing as well as Curriculum and Programme Leaders/teachers to create interesting and engaging content for the college’s website, social media channels as well as other communication channels |
|  | Be primarily responsible for the management of the college’s social media channels as well as the content on the college’s new student app: MySCG |
|  | Work with wider marketing team to identify suitable content activity to communicate the great work and achievements of the college |
|  | Develop a clear approach for college content across multiple types of media inc written, video and audio. |
|  | Maintain a high profile within college, including attending Curriculum and Support area team meetings where appropriate |
|  | Produce reports for Director of Comms on content activity and results |
|  | Co-ordinate the content for all promotional material for each campaign, working with wider marketing team as necessary |
|  | Support College promotional events, (internal and external) |
|  | Assist the CAMs Director and the marketing team with the creation of the college’s content strategy |
|  | Communicate with and nurture the College alumni, keeping in touch through email and other communication activity, using case studies where appropriate. |
|  | Shrewsbury College Group actively promotes a ‘safeguarding staff, children and vulnerable adult’ culture. As such employees are expected to carry out their role and responsibility in relation to a Childs’ or vulnerable adults’ welfare and the welfare of their colleagues. Employees are expected to access child protection and PREVENT training in accordance with their role and be aware of who to contact and what action to take if there are concerns regarding the welfare of its students or staff, including apprentices aged 16 - 18. We are committed to ensuring that all employees are supported in respect to their safeguarding children, vulnerable adult and PREVENT duties. |
|  | Work flexibly, undertake training and development, and undertake such other tasks as may be required or directed from time to time to meet the needs of the College. |
|  | Support and promote the College’s equal opportunity, diversity, health and safety, Prevent and other policies, processes and objectives. |
|  | Work positively to suggest and deliver quality improvements for your area. Engage with all quality improvements agreed for implementation from both internal and external sources. |

**Person Specification**

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| **Criteria** | **Essential** | **Desirable** |
| Knowledge | * Relevant degree or advanced marketing qualification * An understanding of the market sector requirements * Knowledge of relevant media channels * Good knowledge of social channels and current trends |  |
| Skills | * Driven, self-motivated and full of ideas * Excellent project management skills * Strong creative appreciation * Excellent attention to detail * Ability to manage multiple projects * Highly developed numeracy and analytical skills * Ability to work well under pressure and meet deadlines * Strong verbal and written communication, organisational and inter-personal skills * Able to work flexibly and adapt to different situations * Ability to work within a team and enthuse other staff | * Design skills |
| Experience | * No previous experience is needed, but suitable candidates musty have working knowledge of social media channels | * Working in Further or Higher Education institutions * Project management experience * Working with digital marketing * Producing copy for promotional materials |
| Special working requirements | * A full driving licence and use of car * Flexible working hours with occasional evening and weekend work * A commitment to ensuring the safeguarding and welfare of children and vulnerable adults at Shrewsbury Colleges Group. | * Awareness of key issues in Education |