

 <b>Richmond and Hillcroft Adult Community College</b>	<b>JOB DESCRIPTION</b>
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<b>POST</b>	Marketing Manager 1FTE
<b>DEPARTMENT</b>	Sales and Marketing
<b>GRADE</b>	£40K (Spot salary dependant on experience)
<b>REPORTS TO</b>	Head of Sales and Marketing
<b>DIRECT REPORTS</b>	Social Media & Marketing Officer, Social Media & Marketing Intern
<b>WORKING PATTERN</b>	37 hours per week

#### JOB PURPOSE

The purpose of this role is to provide a market leading marketing and communications function to the college community of 8000 students and 400 staff.

We are a purpose drive organisation. Our mission is to empower adults through education. We have two campuses (Richmond and Surbiton). We have a clearly defined marketing strategy and we now need a dynamic operational leader to implement it and manage the function on a day to day basis.

The key responsibilities of the role are summarised below:

#### **Marketing Planning and Implementation**

- To contribute to the college marketing strategy that positions RHACC as one of the leading adult education institutions in London.
- To ensure the high quality delivery of the marketing strategy through an annual operational plan and sub plans for key segments, embedding a culture of monitoring, evaluation and impact assessment.
- To oversee the development of the college brand and maintain its integrity through high quality outputs and attention to detail and quality assurance processes.
- To improve market position and build reputation that results in a strong and sustainable recruitment profile.
- To embed a culture of insight and research that underpins strategy and planning.

#### **Marketing Expertise and Knowledge**

- To demonstrate high levels of knowledge and understanding of core marketing principles across the range of the marketing mix.
- To improve the college's use of integrated campaigns utilising the latest digital marketing techniques to build exposure and generate actions from target audiences.
- To enhance the college's digital platforms from web through to social, demonstrating strong understanding of all digital marketing techniques and integrations.
- To develop the brand execution demonstrating a solid understanding of design principles and outstanding copywriting.

#### **Team Leader & Smooth Operations**

- To lead, manage and develop the marketing team and manage key external contracts/services.

- To provide training and coaching to build knowledge and expertise within the marketing team.
- Ensure the smooth running and maximum availability of marketing services and operations, always with the learner/customer at the centre.
- To develop an annual marketing calendar that ensures timely execution of key elements and supports a proactive rather than reactive approach to promotions and recruitment.

#### **Business Partner & Customer Service**

- To be an effective senior business partner within the college. To provide professional advice and guidance to colleagues and become an integral part of the college management team.
- To establish and implement systems and ways of working that deliver the highest levels of customer service and provide excellent problem solving and project management.

#### **Financial Management**

- To manage the annual budget ensuring quality outcomes and strong return on investment.

#### **Role model & Best practice**

- To be a role model and ambassador for marketing and communications both internally and externally. Bringing relevant best practice ideas to the work of RHACC.

### **MAIN DUTIES/RESPONSIBILITIES AND SUCCESS MEASURES**

#### **1. Marketing Planning and Implementation**

- Successful collaboration with the Head of Sales and Marketing and the college leadership team to define a Marketing Strategy for the college that maximises market position, reputation and learner recruitment.
- To show a commitment to developing marketing outputs of the highest quality that effectively communicate the brand and provide a strong appeal to target audiences.
- To utilise best practice in integrated marketing combining on and offline solutions to maximise response and conversions.
- To operate a highly effective project management approach to ensure timely implementation of campaigns and initiatives minimising risk to delivery and ensuring high standards of quality assurance.

#### ***Key success measures***

- A marketing strategy that aligns with the college strategic plan and supports the delivery of key objectives in terms of market position and recruitment.
- Sub plans that support clear segmentation.
- A culture of monitoring and evaluation to measure success and apply changes to strategy as required.
- The highest standards of creativity in the development of content that cuts through the noise and is effective in reaching target audiences and generates an appropriate response.

#### **Marketing Expertise and Knowledge**

A highly effective marketing leader you will be energetic and enthusiastic about communicating the college's comprehensive course offer to its wide audience base committed to building a thorough understanding of the course portfolio and the colleges main learner groups and target audiences. You will be comfortable delivering high level corporate campaigns alongside short targeted segmented activity.

- Strong technical skills – not just knowing all the jargon but understanding what it means and how to implement it.
- Expert communication skills both on an interpersonal level but through visual and written communications.
- Old school knowledge of print production, copywriting and principles of PR
- A digital native who can switch from social stories to cost per click in an instant and whose website experience is widely developed.
- A creative talent with flair who understands the power of words and pictures and for whom content is king.
- A solid working knowledge of the tools of the trade (Adobe Suite/Web CMS/Photography) to guide the team and jump in and help where needed.
- A commitment to high standards and quality - where apostrophes matter.
- An understanding of research and insights to build an evidence based understanding of the market.

### ***Key Success Measures***

- Impressive campaigns and materials that are noted by our audiences and that generate an impressive return on investment.
- Social media rankings that put us at the top of the London adult colleges.
- A website that operates as a critical business tool and makes search, find and enrol seamless.
- Digital integrations and personalised marketing that is intuitive and leads learners to relevant options.
- A strong and sustainable enrolment profile.

## **2. Team leadership and Management**

Effective management of the marketing team and external contractors, following positive leadership practices.

- Clear role descriptions and annual objectives
- Development and training plans, including coaching of team members and day to day best practice training
- Excellent communications and project management withing the team
- Leading by example and a hands on energetic approach
- Effective recruitment, selection and inductions
- HR policies are understood and followed
- Professional management of external agencies.

### ***Key success measures***

- The marketing team are engaged, empowered and are learning in their roles.
- They are clear on the team/role purpose, are well informed about college activities and deliver excellent customer service.
- They are developing their skills and knowledge and can take on projects and use their initiative
- They follow project management and quality assurance guidelines effectively
- College policies such as GDPR, safeguarding and equality and diversity and intrinsic in their approach to delivering marketing to a diverse and inclusive audience.
- The team are collectively delivering on their objectives and meeting or exceeding relevant KPI's and SLA's.

## **3. Smooth day to day marketing operations**

Effective management of day to day marketing operations.

- Embedding the marketing planning process to ensure proactive project and campaign management
- Establishing a system for requests and timely follow up and implementation
- Communicating proactively with colleagues to ensure clear understanding of requirements and the fair management of expectations.

***Key success measures***

- Marketing outputs are professional and reflect the current priorities of the organisation
- The team are responsive to requests and can respond with agility and creativity when needed
- All key milestones and targets are achieved

**4. Business Partnering and Customer Service**

Effective business partner within the college.

- Understanding the needs of the whole organisation its departments and its stakeholders
- And then successfully translates these into operational plans and projects to meet the wider recruitment targets and objectives.
- Open approachable team – willing to provide guidance and advice to deal with emerging issues and develop plans for new initiatives.
- Understands the many dependencies in the organisation and proactively draws relevant parties together to consult and inform
- Agile and responsive – a ‘can do’ culture that proactively problem solves

***Key success measures***

- Positive feedback from learners and staff.
- Positive feedback from college staff and managers (informal and formal).
- Targets and metrics met

**5. Financial Management**

Relevant ongoing and project budgets for marketing are proposed and managed:

- Budgets are effectively managed ensuring value for money.
- Relevant procurement processes are understood and followed.
- Trade off decisions are well managed, always ensuring compliance with regulatory requirements.

***Key success measures***

- Marketing budgets are in place and are well controlled.
- Return on investment is measured and reported
- Investments are made with good business rationale.

**6. Role model and college ambassador in the external world**

An effective internal and external role model and ambassador for marketing and the college itself:

- Connected externally to bring relevant best practice ideas to the work of RHACC and for the benefit of students.
- Creating communications tools and initiatives to build profile with partners and stakeholders
- To be an effective role model of College principles and values
- To proactively to and shape the direction of the college through the Sales and Marketing and College Management teams.

- To commit to ongoing professional development by undertaking job related training
- To have a duty of care to yourself and others regarding Health and Safety issues and ensure that the College's Health & Safety Policies and Procedures are implemented
- To actively promote the College's Equality & Diversity policy, encouraging staff awareness and participation in all areas
- To actively promote the College's safeguarding policy and be aware of your responsibilities to report concerns
- To carry out duties pertinent to the scope of the post as directed by the Principal or other senior managers of the College

**Key success measure**

Feedback from internal/external stakeholders.

Latest ideas evident in ways of working/projects.

Success of campaigns and communications.

**General Duties:**

- To commit to ongoing professional development by undertaking job related training
- To act as a role model through CMT membership, including support of Duty Manager rotas and responsibilities across the College.
- To contribute to the planning and development of the service as a member of the team
- To have a duty of care to yourself and others regarding Health and Safety issues and ensure that the College's Health & Safety Policies and Procedures are implemented
- To actively promote the College's Equality & Diversity policy, encouraging staff awareness and participation in all areas
- To actively promote the College's safeguarding policy and be aware of your responsibilities to report concerns
- To carry out duties pertinent to the scope of the post as directed by the Principal or other senior managers of the College

*The above are the key accountabilities as currently defined; they are not listed in priority order and should not be taken to be so. These accountabilities may be subject to periodic review, and the post holder will be expected to take on such variations as are consistent with the level of responsibility and purpose of the post.*

**PERSON SPECIFICATION**

The successful candidate will fulfil the following essential requirements and will also ideally hold the desirable attributes.

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>	<b>LIKELY TO BE ASSESSED BY:</b> <b>I – Interview</b> <b>AF – Application form</b> <b>T – Task</b>
<b>QUALIFICATIONS</b>			
Degree or equivalent qualification/experience.	✓		AF
Relevant professional qualifications, e.g. CIM/CIPR.	✓		AF
Other relevant qualifications/ professional development: E.g. Copywriting, Design, Digital Marketing		✓	AF
<b>SKILLS</b>			
Top people skills <ul style="list-style-type: none"> <li>• Able to listen to customer needs and deliver excellent customer service.</li> <li>• Able to build good working relationships with a wide range of people.</li> </ul>	✓		I/T
Technician <ul style="list-style-type: none"> <li>• Excellent copywriting and proofreading skills</li> <li>• Knowledge of design principles and applications</li> <li>• Outstanding visual eye for detail</li> <li>• Working knowledge of the Adobe suite</li> <li>• Working knowledge of multiple website CMS systems</li> </ul>	✓		I/T
Influencer <ul style="list-style-type: none"> <li>• Excellent communication and influencing skills. In person and in writing.</li> </ul>	✓		AF/T
Organised and adaptable <ul style="list-style-type: none"> <li>• Highly organised with an ability to manage a complex and varied workload. Adaptable.</li> <li>• Outstanding project management skills using relevant tools and applications</li> </ul>	✓		AF/I/T

Problem solver	✓		AF/I
<ul style="list-style-type: none"> <li>Excellent problem solving</li> </ul>			
Decision maker	✓		AF/I
<ul style="list-style-type: none"> <li>Able to make effective decisions, and at speed when required.</li> </ul>			
<b>EXPERIENCE / KNOWLEDGE</b>			
Experience of running similar marketing teams/services.	✓		I
Experience of implementing multi-level on and offline marketing campaigns	✓		I
Experience of the education or public sector/membership organisation.		✓	I
A track record of building, managing high performing teams and managing external contracts.	✓		I
Proven project management skills.	✓		I
Budget/Financial management.	✓		I
Ability to work independently	✓		I
Ability to define and implement policies and procedures.	✓		I
A commitment to Equality and Diversity, Safeguarding and Health and Safety.	✓		I