Unlocking potential, changing lives

Job Title	Marketing & Events Assistant
Location	Skipton, multi site
Rate of pay	Craven College Harmonised Pay Scale
Post No	B297

JOB PURPOSE

To support the delivery of marketing and events activities to raise the College's profile and to attract and increase enquiries and applications to meet the College's student recruitment targets

KEY RESPONSIBILITIES

This job description is a guide to the duties you will be expected to perform. These may change in the future in line with the strategic direction and development of the College.

- To support the Education Liaison & Events Lead with the organisation and evaluation of all recruitment events on and offsite (eg Open Events, Taster Days, Workshops)
- To support building relationships and essential links with key feeder school contacts to maximise promotional opportunities and generate College enquiries and applications
- To support the organisation and evaluation of celebratory events such as Graduation and Student/Apprenticeship Awards, with further development in your role to manage some of these events
- To support school engagement activities and take part in informative campus tours and school presentations
- To support the organisation and evaluation of bespoke marketing events
- To contribute to the annual marketing plan and activities within it, to ultimately meet student recruitment targets
- To support in writing, editing and proofreading marketing content across a number of channels (eg web, print, digital)
- To communicate with and work alongside a broad range of people that include students, parents, staff, school contacts and the general public
- Carry out desk research and analysis (such as competitor analysis)
- Manage purchasing and stock checks of merchandise and event equipment
- Manage and maintain schools and careers advisors contact databases ensuring GDPR compliancy

- Manage annual course provision updates on external websites such as UCAS
- Working with members of the marketing team and IT, manage internal communication display system
- Manage internal marketing online and offline poster sites around campus
- Assist in day-to-day operational administration, including raising POs, processing supplier invoices, organising meetings, and dealing effectively with a variety of queries and requests in person, over the phone/ Teams and by email.
- Manage own workload on a day-to-day basis to ensure deadlines are met and a willingness to assist with wider team workload

Other Duties and Responsibilities

- You will be expected to be fully conversant with the College's range of equality and diversity and safeguarding policies and procedures, to ensure the health, safety and welfare of all learners and staff
- To ensure that interaction with learners is inclusive, paying attention to specific needs identified and through assessment, being mindful of cultural or sex differences
- To participate in the College's appraisal scheme and undergo further professional development in line with the needs of the college
- Any other duties commensurate with grade and status as may reasonably be requested.

This job description and person specification is current at the date of issue. Changing organisational needs may require the job description to change, within reason, after prior consultation with the post holder.

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PERSON SPECIFICATION

The person we are hoping to appoint will meet all the following essential requirements and some or all of the desirable requirements.

Essential Requirements

- 5 GCSEs or equivalent including maths and English at Grade C or above
- Educated to A level standard in a relevant subject
- Excellent communication and interpersonal skills with the ability to interact effectively with a wide range of people
- Confidence in presenting to groups
- Ability to work flexibly and on own initiative and as part of a team to meet the needs of the College
- Ability to work under pressure and to tight deadlines
- Possess initiative and enthusiasm
- Ability to plan, organise and implement activities effectively
- Ability to manage projects and work to targets
- Computer literate with the ability to use Microsoft Office effectively
- Knowledge or a willingness to learn social media for marketing purposes
- Ability to undertake responsibility for a wide range of administrative duties
- Willingness and ability to undertake relevant further professional development
- Willingness to work flexible hours including evenings and occasional Saturdays
- Current driving licence with access to an appropriately insured vehicle

Desirable Requirements

- Knowledge of Further & Higher Education
- Knowledge of marketing and events within an educational context
- Experience of using Adobe Creative Cloud Suite (Such as InDesign, Photoshop and Illustrator)

CONDITIONS

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This post is subject to a probationary period of 6 months, upon successful completion of which will become permanent

A full enhanced disclosure check via the Disclosure & Barring Service will be required for this post

VISION, MISSION AND VALUES

Vision: To be exceptional in everything that we do
Mission: Proudly serving our communities by delivering high quality education and training
Strapline: Unlocking potential, changing lives Unlocking potential

Values:

We are 'One College, One Team' working together in a respectful and considerate way to achieve our Vision and Mission

Our core values underpin our conduct and our decision-making

1.0 We are ambitious for our students and staff, striving for excellence in all we do
2.0 We act with integrity and build trust through respectful, consistent, transparent and ethical behaviours
3.0 We take responsibility and ownership for our actions and decisions. We hold ourselves and each other to account
4.0 We value professional curiosity and creativity seeking out new knowledge, ideas and embracing change to drive our progress

If you have not heard from us within 28 days of the closing date on this occasion you have not been shortlisted. Please feel free to apply for future roles as appropriate.

If you experience any difficulties in accessing any employment information or completing the College application form, please contact Human Resources HR@craven-college.ac.uk