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| **Job Title** | Business Innovation Marketing Officer |
| **Location** | Skipton, multi site |
| **Rate of pay** | Craven College Harmonised Scale |
| **Post No** | B284A |

## JOB PURPOSE

To develop and deliver targeted marketing and business growth campaigns that increase participation in adult skills programmes, apprenticeships, commercial training provision and employer engagement activities across Craven College.

The postholder will lead on identifying new market opportunities, generating employer and learner leads, promoting the College's workforce development offer and supporting strategic growth objectives through innovative marketing activity, employer-focused campaigns and stakeholder engagement initiatives.

Working closely with curriculum teams, employers and key stakeholders, the role will support the recruitment of learners, the growth of employer partnerships and the promotion of Craven College as the partner of choice for workforce development, apprenticeships and commercial training.

Craven College aspires to be a leading college in digital education, and all business support staff are expected to possess the digital competencies relevant to their role. Staff are required to undertake continuing professional development to ensure their digital skills are up-to-date and aligned with the efficient and effective delivery of college services.

## KEY RESPONSIBILITIES

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

### Strategic Marketing and Business Growth

- Develop and deliver bespoke marketing campaigns that support target Adults, apprenticeships and commercial training provision.
- Create and implement employer-focused marketing initiatives that increase awareness of the College's business services and workforce development opportunities.
- Identify and develop new market opportunities that contribute to employer engagement and commercial income growth.
- Support the Head of Stakeholder & Partnerships in delivering College growth objectives and employer engagement strategies.

- Generate and maintain leads through marketing campaigns, events and stakeholder activity.
- Monitor campaign effectiveness and recommend improvements to maximise return on investment.

**Apprenticeship and Employer Marketing**

- Lead bespoke marketing campaigns that compliments cross college marketing campaigns to promote to employers, apprentices and key stakeholders.
- Develop employer-focused promotional materials, case studies and success stories.
- Create targeted communication plans to engage employers across priority sectors.

**Adult Skills and Commercial Provision Marketing**

- Deliver bespoke marketing activity that supports an increase in enrolment onto Adult Skills Fund provision.
- Promote full-cost and commercial training programmes including Tyro Training and workforce development solutions.
- Develop innovative campaigns to attract new learners and customers into commercial and funded provision.
- Support the Head of Partnerships and Stakeholders in analysing market trends and competitor activity to identify opportunities for growth.
- Support the development of new promotional strategies for emerging products and services.

**Events and Stakeholder Engagement**

- Support the business innovation team leader to market employer engagement events, business forums, networking events and apprenticeship recruitment activities.
- Support the delivery of employer breakfasts, sector forums and workforce development events.
- Where required, represent the College at business events, exhibitions and networking opportunities.

**Content Development and Market Intelligence**

- Create engaging content for digital, print and face-to-face marketing channels.
- Work with the cross college marketing team to produce employer-focused promotional materials, presentations and campaign assets.
- Use CRM, campaign and recruitment data to evaluate marketing performance.
- Generate the data to support reports on campaign outcomes, lead generation and recruitment conversions.
- Support the Head of Partnerships and Stakeholders with data on labour market intelligence, employer demand and economic priorities to inform marketing approaches.

**Partnership Working**

- Work closely with Marketing, Curriculum, Apprenticeships and Careers to ensure coordinated campaign delivery.
- Act as a marketing specialist for business engagement, apprenticeships, adult skills and commercial provision.
- Support cross college marketing events such as open days and enrolment sessions.

**Continuous Professional Development**

- Stay informed in upcoming trends and developments within the field of marketing and education that contribute to the overall marketing strategy.
- 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**

- Qualified to degree level or willing to work towards a relevant qualification.
- Minimum of Level 2 qualification in English and Maths
- Experience in business development, sales, account management, or employer engagement.
- Strong understanding of employer needs and customer-focused service delivery.
- Excellent verbal and written communication, negotiation, and relationship-building skills.
- Willingness to travel and attend events outside normal working hours where required.
- Highly competent with a range of IT software and marketing tools and platforms.
- Ability to set up and maintain effective administration and monitoring systems to include records and data.
- Excellent project management and organisational skills.
- A strong sense of creativity that can be demonstrated visually and within copy.
- Ability to liaise at a high level with external bodies and represent the College's interests.
- Ability to work to a consistently high standard under pressure and to pre-determined deadlines.
- An ability to maintain a professional 'can-do' attitude.
- Enjoy working flexibly in a fast-paced environment.
- Have self-confidence and enjoy taking responsibility.
- A good team player who has the ability to get on with tasks and achieve results.
- A full clean driving licence and the use of a car.
- Ability to effectively use digital tools and platforms. Staff are required to undertake continuing professional development to ensure their digital skills are up-to-date and aligned with the efficient and effective delivery of college services or willing to work towards.

**Desirable Requirements**

- Experience within Further Education, skills, apprenticeships, or training sectors.
- Knowledge of apprenticeship funding, adult education funding, or commissioned contracts.
- Understanding of labour market intelligence and local/regional skills priorities.
- Experience of working with SMEs and large employers

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**CONDITIONS**

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

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**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*