**Marketing & Communications Lead**

**Job Description**

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| **Post:**  Marketing & Communications Lead  **Reports to:**  Head of Education & Learning |

**Job Purpose:**

To support the Management Team & Operations Lead to enhance the organisations reputation, ensuring the right information is provided to the right audience at the right time utilising various media platforms.

**Main Duties and responsibilities:**

* Carry out a variety of day-to-day tasks associated with both traditional marketing and digital content marketing as directed by the Management Team / Operations Lead.
* Create and maintain a digital content calendar.
* Create content (graphic, photos, videos, text) for use on our company website and social media channels as directed by the Management Team / Operations Lead whilst ensuring the companies branding, tone of voice, vision , values company objectives are maintained.
* Work closely with the wider Elevate team to ensure the effective delivery of our Employer Engagement & Marketing Strategies.
* Develop and maintain a strong relationship with existing & new partners by using our company CRM system (Evolutive)
* Support the wider Elevate Team at events to capture content for social media / website / case studies etc.
* Work alongside the Operations Lead to produce Termly Newsletters for our partners.
* Take responsibility for incoming messages on our social media channels and respond in a professional and timely manner.
* Seek and suggest content and channel opportunities for the company’s social media channels, website and proactively research new and innovative ways to reach a wider audience.
* Actively analyse digital content to assess effectiveness and impact.
* Meet regularly with the Management Team / Operations Lead to discuss progress of work.

**Marketing & Communications Lead**

**person specification**

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| **Personal Attributes required** | **essential /desirable** | **method of assessment** |
| **QUALIFICATIONS**   * Level 2 English & Maths qualifications (or equivalent) * Relevant Level 3 Qualification | E  D | EOI  EOI |
| **EXPERIENCE**   * Experience of working in a similar marketing role. * Experience of working in a customer service or customer facing role. * Knowledge of social media channels (specifically Facebook, Instagram, Twitter, LinkedIn and Tiktok) * Experience of day-to-day management of multiple social media channels. * Experience in website content management & SEO * Experience in the use of traditional marketing skills. | E  D  E  E  E  E | EOI/I  EOI/I  EOI/I  EOI/I  EOI/I  EOI/I |
| **KNOWLEDGE / SKILLS / ABILITIES**   * Ability to work to strict targets and to meet deadlines within demanding timescales working with minimum supervision | E | EOI/I |
| * Excellent interpersonal and communication skills, both spoken and written | E | EOI/I |
| * Excellent organisational / Project management skills | E | EOI/I |
| * Ability to work as part of a team | E | EOI/I |
| * Understanding of education agenda | D | EOI/I |
| * Ability to use own initiative, to tackle problems, and to develop own solutions | E | EOI/I |
| * Computer literate * Be familiar with confidentiality and requirements of GDPR | E  E | EOI/I  EOI/I |
|  |  |  |
|  |  |  |
| **BEHAVIOUR**   * Driven by targets | E | EOI/I |
|  |  |  |
| * Enjoys a challenge | E | EOI/I |
| * Highly organised | E | EOI/I |
| * Creative and Innovative | E | EOI/I |
| * Visionary | E | EOI/I |
| * Positive outlook | E | EOI/I |
| * Use expertise to deliver a high-quality project * Flexible and adaptable to the working situation | E  E | EOI/I  EOI/I |
| * Remains calm and polite at all times, acting with integrity | E | EOI/I |
| **SPECIAL REQUIREMENTS**   * Car user | D | EOI/I |

**EOI=Expression of Interest Letter**

**I = Interview**