

## Job Advert

### **Marketing and PR Manager**

**Fixed term (Maternity Cover)**

**Full time – 37 hours per week**

**Salary – £33,860**

**Hartlepool, North East**

This is an exciting time to join the CCAD Marketing Team as we transition towards changing our identity to become The Northern School of Art. The Marketing and PR Manager maternity cover role will be pivotal in this transition; as the post will commence as we get close to the roll out of the new brand.

A particular focus of the Marketing and PR Manager's role will be to manage the roll out of the new branding, the Marketing and PR team, lead on delivery of the newly formulated marketing and PR strategy (both in a strategic and operational role), support curriculum development through market research, as part of the College's Extended Principalship Team.

You should have knowledge and be able to demonstrate experience of copywriting, coordinating marketing campaigns, facilitating market research and managing digital campaigns. You should have the ability to manage a team to achieve stretching targets. Experience of working on rebrands would be an advantage. You must have relevant experience and a degree level qualification. Membership of an appropriate professional body such as CIM is desirable. Willingness to travel and work unsociable hours is also essential.

#### **What will you get if you join us?**

- *The opportunity to develop your career and demonstrate you can reach achievable goals;*
- *The opportunity to be supported to regularly update your skills and knowledge;*
- *The opportunity to make a difference to the lives of young people in the Tees Valley; and*
- *Membership of the local government final salary pension scheme with employer's contributions.*

**Closing date for receipt of completed signed applications: 25/05/2018**

**Applications must be on our College application form available at  
<http://ccad.ac.uk/job-vacancies/>**

**If you have any questions please call (01642) 856119 or email [personnel1@ccad.ac.uk](mailto:personnel1@ccad.ac.uk)**