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Digital Marketing Officer

External Vacancy

Post Ref: 5987 Full Time, 37 hours per week. Permanent. £21,829.66 to £23,729.47 per annum.

Attractive benefits for this post include 35 days' holiday per year plus bank holidays and the opportunity to join the Local Government Pension Scheme.

As Digital Marketing Officer you will play a pivotal role in developing and implementing original digital marketing programmes for the College. You will be a digital innovator who is both creative and analytical.

The post will work across student recruitment and stakeholder management to raise the profile of the college by improving our digital footprint. You will own the development of creative content for use on our website and across a wide variety of digital platforms.

The role will suit someone who will thrive on the challenge of owning and developing digital marketing initiatives. The marketing department is fast-paced and the digital function needs to be forward thinking, driving forward content and digital engagement programmes that maximise reach and conversion of learners and stakeholders.

You should be passionate and enthusiastic and have a proven track record of planning and delivering digital marketing campaigns through a wide range of channels and tactics. You will understand how to measure success and have good analytics skills to interpret data and recommend performance improvement measures.

Due to the nature of the post, it is imperative that you have excellent writing skills, in particular the ability to understand complex issues and turn them into clear and engaging content for online platforms.

You will be part of a proactive marketing team and have a can-do, right first time attitude. This is an exciting time to join the group, and the role will be key in helping to shape and deliver our digital marketing activities.

Applicants should be able to demonstrate, in their personal statement, practical examples of how they fulfil the person specification.

Due to the nature of this post you will be required to undertake an Enhanced Disclosure Check.

To find out more about this great opportunity visit www.sunderlandcollege.ac.uk/vacancies alternatively email vacancies@sunderlandcollege.ac.uk or call 0191 511 6046 to request an application pack.

All applications must be received by 5:00pm on Friday 20 July 2018

It is anticipated that interviews will take Monday 30 July 2018

We are working towards equal opportunities and welcome applications from all sections of the community. We are committed to PREVENT and safeguarding the welfare of children and vulnerable adults.

Job Description

(This is a description of the job as it is as present constituted. It may be necessary, from time to time, to update job descriptions to ensure that they relate to the job as then being performed. Therefore, management reserve the right to make changes to your job description, commensurate with your grade/level in the organisation, after consultation with you).

Post title:	Digital Marketing Officer
Post Reference:	5987
Reports to:	Marketing & Campaigns Manager
Directorate:	Marketing, Sales and Corporate Affairs
Grade:	019-022
Contract:	37 hours per week - Permanent
Location:	Any College Campus

ROLE PURPOSE

- To support with the development of the College's digital marketing strategy and take ownership of its delivery.
- To own the implementation of the College's Creative Content Strategy.
- To evaluate the effectiveness of all digital marketing activities and support with the implementation of new approaches to delivery to maximise reach and conversion.
- To be a digital innovator who leads on the development of innovative digital communications.
- To be a proactive member of the marketing team supporting with all promotional activity.
- To undertake other duties commensurate with the level and nature of the post.

KEY ACCOUNTABILITIES

- Working with the Director of Marketing, Sales and Corporate Affairs and the Marketing Campaigns Manager be proactive in the development of creative digital marketing strategies and implementation plans.
- Implement all digital activity from the College's marketing plans, and support with the implementation of any marketing campaign activity.
- To use a wide range of digital tools at the disposal of the marketing department including, not exhaustively, social media, web development, SMS software, email marketing software, analytics tools, survey builders and content management systems.
- Develop all college newsletters to a high standards and within timescales as directed.
- Support the Marketing & Campaigns Manager with the delivery of all online advertising campaigns, ensuring monitoring and refinements maximise reach and conversion.
- Input data into the college's CRM system (or other data collection tools), and extract information from to prepare data sets for direct and digital marketing communications.
- Ensure that college and departmental systems for data capture and relationship management are up-to-date and used effectively.

- Ensure that all marketing campaigns are executed in a timely manner
- Support the Marketing Campaigns Manager with the implementation of all online advertising programmes, maximising reach and their conversion.
- Implement the use of a wide range of social media tools.
- To own the processes surrounding updates to course information and content sections of the college's website.
- Write engaging on line content in line with the College's corporate style, ensuring key messages and unique selling points are featured in all communications.
- Take overall responsibility for ensuring the college website is up-to-date and accurate, recommending and implementing processes to support a college wide approach to accuracy.
- To be creative in the collection and distribution of content including the written word, imagery, video and other rich content that guides learners and stakeholders to make decisions.
- Extract information from online monitoring systems and evaluate successes.
- Ensure the college's website and other digital tools have strong analytical trackers.
- Implement Google Analytics monitoring programmes ensuring they are working correctly.
- Prepare monthly monitoring reports on the success of all digital marketing activities as guided by the Director of Marketing, Sales & Corporate Affairs and Marketing Campaigns Manager.
- Continually analyse performance of digital marketing programmes and ensure early warning procedures are in place to detect issues that may affect the reputation of Sunderland College.
- Be responsible for recommending improvements to digital marketing activity to improve overall engagement and conversion.
- To work with the Director of Marketing, Sales & Corporate Affairs and Marketing Campaigns Manager to liaise with external agencies to ensure the effective use of digital platforms.
- Work with the Recruitment, Events & Engagement Manager to ensure the implementation of strong data collection policies and relationship management approaches.
- Be proactive in researching trends in digital marketing techniques and analytics, ensuring the college are ahead of their competitors when delivering their programmes.
- Be a digital ambassador across the whole college.
- To lead, or support, the delivery of college recruitment and corporate events as required.
- Act as an internal advisor for the marketing department, and the wider college, on how to implement digital marketing programmes.
- Use the tools in place in the department to ensure that copywriting is tailored and appropriate to the audiences we work with.
- To deputise for the Marketing Campaigns Manager as required.

GENERAL

- Travel to other locations to attend meetings and meet with the teams when required.
- To work at any of the College sites on a temporary or indefinite basis.
- To undertake such duties as are reasonably allocated, appropriate to the grade of the post
- To take appropriate responsibility for PREVENT and the safeguarding and promotion of the welfare of children and/or vulnerable adults.
- To uphold British Values, the college values and responsibilities with regard to equality and diversity.
- To understand and adhere to college Health and Safety policies and guidelines ensuring compliance with statutory legislation.
- Undertake such other duties as may be reasonably required.

Person Specification

Post Title: Digital Marketing Officer. Post Ref: 5897

CRITERIA	ESSENTIAL REQUIREMENT	DESIRABLE REQUIREMENT
Skills/Knowledge/Aptitude Excellent knowledge of digital platforms, including email, social media, web content management systems, as well as standard packages including Microsoft. Ability to write copy for online platforms to a high standard. Ability to research information and pull together succinct facts that support with corporate and brand messages. A proven track record of being able to prioritise and organise own work.	✓ ✓ ✓ ✓	
Qualifications and Training A degree in a marketing related discipline A digital marketing qualification Level 2 qualification in English and maths	✓ ✓ ✓	
Experience Substantial experience of delivering digital marketing activities for business purposes. Recent experience of working within a marketing function within an educational environment. Demonstrable experience of use a wide range of digital tools. Demonstrable experience of using analytics tools to monitor the success of digital marketing activities.	✓ ✓ ✓ ✓	
Disposition A positive can-do attitude, and ability to work using your own initiative and to tight deadlines. Ability to deal professionally with staff and students in person, by phone or by correspondence. Independently mobile throughout the North East area To take appropriate responsibility for PREVENT and the safeguarding and promotion of the welfare of children and/or vulnerable adults. To uphold British Values, the college values and responsibilities with regard to equality and diversity.	✓ ✓ ✓ ✓ ✓	



To understand and adhere to college Health and Safety policies and guidelines ensuring compliance with statutory legislation.	✓	
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