

JOB DESCRIPTION

Marketing and communications manager

Reporting to: Marketing and recruitment director
Responsible for: Marketing activities

Main Purpose of job:

- To plan and agree an appropriate range of marketing and communication activities within annual budget set with the marketing and recruitment director and recruitment team leaders / levy manager.
- To conduct or organise an appropriate range of marketing and communication activities in line with the plan to meet the requirements of the business.
- To analyse the effectiveness of marketing activities to inform future planning.
- To represent the company in the role of Data Protection Officer (DPO) leading on GDPR compliance and training.
- To meet all funding body and partner contractual requirements.
- To achieve all personal targets set on time.

Responsibilities, duties and tasks

1. To produce and follow a fully costed annual marketing and communication plan.
2. To create and send digital and hard copy campaigns in line with the plan and to analyse the results.
3. To produce and follow a fully costed advertising plan to encompass all relevant advertising media.
4. To ensure company website and mobile site are current, consistent, and appropriate and that website is effective.
5. To ensure all social media activities are current, consistent, appropriate and effective to include some out-of-hours response where required.

6. To ensure printed and press materials and marketing are current, consistent, appropriate and effective.
7. To ensure customer and potential customer data captured is recorded on a database in a timely manner and used effectively for marketing purposes.
8. To ensure that news stories are published in the press.
9. To organise and attend marketing events, careers fairs, etc. including academy taster events and marketing these appropriately, as well as liaising with recruitment teams to administer invitations and/or offer letters.
10. To produce regular written, photographic and video content to a high standard, and liaising with external suppliers and/or designers when required.
11. To ensure a joined-up marketing approach where all activities are used effectively across the appropriate range of media.
12. To gather and report on marketing statistics.
13. To produce and send a range of digital newsletters on a monthly basis, as well as a printed quarterly newsletter to be distributed to all employers and other appropriate recipients.
14. To research and keep up to date with new and innovative ways of marketing and to include digital marketing, SEO, Google AdWords, etc.
15. To work with the levy manager and academy/recruitment teams on tailored campaigns.
16. To manage marketing staff as required.
17. To present and contribute to monthly marketing and recruitment meetings.
18. To maintain good working relationships with key stakeholders within the business to ensure that all advertising is current, accurate and aligned to commercial requirements.
19. To carry out other duties as required by Heart of England Training.

General Responsibilities

- To maintain personal and professional development to meet contract requirements, and the changing demands of the job.

- To undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of the job.
- To undertake health and safety and safeguarding duties commensurate with the job role and/or as detailed in the staff handbook and code of conduct.
- To present a good image of Heart of England Training in all contacts, and to maintain constructive relationships.
- To apply the company's safeguarding policy and practices.
- To support the company in ensuring compliance with the requirements of the Data Protection Act.
- To undertake the duties described in this job description in a manner that promotes equality of opportunity, dignity and due respect for all employees, learners and other contacts and is consistent with the company's Equal Diversity and Inclusion Policy.