Marketing & Communications Manager (IoT)

Hours: 37 hours per week, 52 weeks per year
Salary: Up to £40, 000 per annum
Contract: 18 months Fixed Term in the first instance
Reporting To: Director of Marketing & Communications

Function:

To be at the forefront of driving awareness of the IoT amongst our core audiences. You will help to establish and develop the brand, develop market research to inform your campaigns, drive student recruitment campaigns to ensure our ambitious targets are met and ensure that stakeholders are engaged through strong communications.

Our Values

Our values represent the aspirations of our individual and collective behaviour. They guide our day-to-day decision-making. In order to achieve our vision, we will endeavour to put these values at the heart of everything we do.

To **inspire** – where everyone motivates, engages, challenges, and stretches each other

To strive for **excellence** – where everyone recognises their own potential and becomes the best they can be

To demonstrate **integrity** in all we do – where everyone is committed to being open, honest and doing the right thing

To show **respect** – where we listen, consider the views of others and value everyone

To **innovate** – where new ideas and thinking are generated around people, products and processes

Role Specification

- To drive student recruitment for the IoT, working with partners to develop campaigns to gain attention and deliver students into the institute
- To lead on the creation and maintenance of the IoT website alongside our preferred website agency
- Develop an outstanding array of content to support marketing activity
- Lead on stakeholder communication, working with our external PR team to ensure stakeholders and partners are kept informed and engaged with the project
- To build the IoT brand, developing brand assets and engaging in brand development activity
- Drive the IoT towards ambitious student recruitment targets for underrepresented learners
- To co-ordinate marketing activity between partners to ensure consistency and a strong employer voice
- Build the reputation of the College through internal and external plans, projects and content
- Build trusted long-term relationships internally, with key external stakeholders and the wider community
- Accountable for delivery of high-quality media and communications content
- A skilled, innovative professional and advanced practitioner
- Use strong relationships to enable development of shared solutions and effective delivery against Key performance indicators
- To carry out duties at all times in accordance with the College's equal opportunities, health and safety and risk management policies and procedures.

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The duties of the post may vary from time to time without changing the general character of the duties or the level of responsibilities entailed.

It is the duty of all Milton Keynes College personnel to take all reasonable care of themselves and of other persons who may be affected by their acts or omissions.

Milton Keynes College is a committed safer recruitment employer in line with Keeping Children Safe in Education. We take extreme care in ensuring the safety and welfare of children, young people and vulnerable adults. All positions therefore undergo a thorough on boarding process to include DBS. In addition, security clearance is required for all prison services positions.

Person Specification

	Essential/ Desirable	Assessment Method
Qualifications		
GCSE English Grade C minimum (or equivalent)	E	A/SP
IT and Maths qualifications	E	A/SP
CIM, IDM or other business, media or marketing qualification	E	A/SP
Degree in a marketing or related subject	D	A/SP
Experience		
Significant experience of managing both marketing and communications campaigns	E	A
Experience of building a brand and developing content	E	A
Experience of developing websites and digital marketing channels	D	A
Experience of working in an education or digital sector	D	A
Knowledge/Skills/Abilities		
Good communication skills, both written and verbal	E	A/SP
Attention to detail and to be thorough	E	A/SP
Ability to co-ordinate a team over multiple sites	E	A/SP
Ability to proof read effectively	E	A/SP
Ability to multi-task and work to challenging deadlines	E	A/SP

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Qualities		
Open/Reflective/Warm	E	SP
Enthusiastic and self-aware	E	SP
Creative	E	SP
Team focussed	E	A/SP

A = Application Form   **SP** = Selection Process

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