

JOB DESCRIPTION – Marketing and Communications Officer

Candidates are expected to spend time looking at the College website www.stclares.ac.uk which provides information about St Clare's and the courses we offer.

JOB SPECIFICATION	
Title of Post	Marketing and Communications Officer
Purpose of Role	This is a varied and exciting role that uses multi-channel marketing techniques to promote St Clare's to students, staff, parents, alumni, and external partners around the world. The Marketing and Communications Officer is responsible for the delivery of internal and external marketing and communication across the College.
Department	The Marketing Department is a team of three which plays a vital role in recruiting and maintaining the maximum number of students for our courses. It is a centralised function which works strategically to serve all four of the College's business streams.
Reporting Structure	<p>The Marketing and Communications Officer reports directly to the Marketing and Communications Manager, with overall strategic direction from the Director of Marketing, Admissions and Development.</p> <p>The Marketing and Communications Officer works closely with Marketing, Student Recruitment and Admissions colleagues, as well as other staff where appropriate.</p>
Key Responsibilities	<p>Social media</p> <ul style="list-style-type: none"> Plan, develop and coordinate the social media for all business streams, overseen by the Marketing and Communications Manager and in collaboration with the Creative Content Coordinator. These platforms currently include Facebook, Instagram, YouTube, LinkedIn, YouTube, WeChat. Continuously update the monthly social media analytics report and use data to inform planning strategy. Work with the Marketing and Communications Manager to establish paid social media campaigns to support the overall marketing strategy. Feedback on data and success of campaigns, with recommendations for future improvement. <p>Photography & Video</p> <ul style="list-style-type: none"> Identify opportunities, collaborate with staff and arrange relevant photos and video footage, ie. lessons, activities, events. Maintain a library of high-quality up-to-date photography and catalogue asset records on a database. Support the Marketing team with professional photo/video shoot days, and student and alumni profile capturing when required. <p>Website</p> <ul style="list-style-type: none"> Update the website regularly to reflect the College's offerings as required. Ensure the news section remains current with interesting and creative content, liaising with internal staff to gather content as necessary. Work with the Marketing and Communications Manager to evaluate ease of use and make improvements, as required. Manage and update the College microsites as required.

External Profiles

- Coordinate and maintain the St Clare's profile on directory and external partner websites, ensuring the brand messaging and images are up to date.

Merchandise

- Research merchandise trends and work with the Marketing and Communications Manager to develop a St Clare's merchandise catalogue and distribution plan (giveaways/selling), considering budget, upcoming events and potential promotional opportunities.
- Build relationships with external suppliers, obtaining quotes and samples, and completing orders by negotiating prices, quantities and lead times.
- Monitor stock levels and re-ordering when required.
- Analyse merchandise success and use to inform future improvements and choices.

Design & Print

- Design and/or update bespoke print/digital materials to support specific campaigns, events and business streams using related software, e.g. InDesign, Canva, Photoshop.

PR, News & Media

- Work with the Marketing and Communications Manager to identify press and publicity opportunities for St Clare's, and develop new partnership/relationship opportunities.
- Gather newsworthy content for approval and regularly disseminate to relevant associations, publications, and the local and international press.

Email communications/CRM

- Manage enquiries through established systems, offering excellent customer service.
- Provide the Marketing team with CRM support when required, e.g. adding leads, campaigns, creating templates, sending out agent newsletters.
- Research and develop new email marketing initiatives.

Alumni

- Manage enquiries through established systems, offering excellent customer service.
- Update and maintain alumni Facebook pages to ensure a regular flow of current news and encourage engagement.
- Support, and attend where appropriate, alumni tours, events, reunions and activities, and profile them for marketing purposes.
- Manage the database of alumni contacts.

Planning

- Plan marketing priorities based on assigned objectives.
- Plan communications based on student recruitment activities and the marketing diary.
- Conduct market research, including competitor and benchmark analysis.

Miscellaneous

- Be able to talk about all St Clare's courses of study in detail and with conviction to be able to promote them to a variety of audiences and at a variety of venues.

While every effort has been made to describe the main duties and responsibilities of the post, each individual task necessary for the successful performance of the role may not be specifically identified. The Marketing and Communications Officer may therefore be

	required to undertake other tasks and duties that are commensurate with the grade and nature of the role and/or in the reasonable discretion of the College.
PERSON SPECIFICATION	
<i>The successful candidate will have demonstrated the following essential (E) or desirable (D) skills and experience:</i>	
Education and Qualifications	<ul style="list-style-type: none"> • Graduate or significant experience in Marketing (E) • Professional marketing qualifications would be an advantage (D)
Knowledge, Skills and Experience	<ul style="list-style-type: none"> • Previous direct experience in digital, social media and web marketing (E) • Able to communicate verbally and in writing accurately, concisely and in English to different audiences, e.g. agents, parents, alumni, and students (E) • Experience of proofreading (E) • Able to use: <ul style="list-style-type: none"> ○ digital marketing tools and have an awareness of Search Engine Optimisation and web analytics (E) ○ video as a marketing tool (D) • Experience of: <ul style="list-style-type: none"> ○ WordPress or another website management software (E) ○ Canva and/or InDesign (E) ○ Photo editing software, such as Photoshop (D) ○ Salesforce or another CRM system (D) • Excellent IT skills (E) • Good eye for photography (D) • Previous marketing experience within an educational environment (D)
Personal Skills and Attributes	<ul style="list-style-type: none"> • Able to use own initiative (E) • A pleasant and open manner, with excellent interpersonal skills and the ability to work efficiently and effectively with others and on their own (E) • A commitment to safeguarding our students in line with the College's safeguarding policies (E) • An understanding of the demands of an educational institution (D)
TERMS AND CONDITIONS	
Terms of Employment	Permanent, Full time
Place of Work	131 Banbury Road, Oxford, OX2 7AL
Hours of Work	<p>35 hours per week, within college hours of Monday to Friday 08.30am to 18.00, with a one-hour unpaid lunchbreak. Flexibility around the arrangement of hours is open to discussion.</p> <p>Work may also be required outside of these times including some work during the evenings and at weekends to attend events.</p>
Probationary Period	6 months
Notice Period	1 month after successful completion of the probationary period
Salary/Pay	Salary range £28,000 to £31,000 per annum. Starting salary will be dependent on skills and experience.

Holidays	<p>26 days' annual holiday entitlement, plus bank/public holidays. Some bank/public holiday working will be required when these fall on dates during the College term (time off in lieu will be granted).</p> <p>The College is closed annually from 24th December to 1st January inclusive. The Employee will be required to book holiday during this period.</p>
Pension	<p>A contributory pension is offered through St Clare's group personal pension scheme, following a 3-month deferment period. The employer pays 10% of gross salary and the employee pays up to 5%. Employee's contributions above 5% may be made, but do not attract a matching contribution from the employer.</p>
Meal	<p>A free lunch is provided in the College dining hall on working days and when students are in residence.</p>
Other benefits	<ul style="list-style-type: none"> • Season ticket loan • Cycle to Work scheme • Life Assurance • Subsidised gym membership • Employee Assistance Programme
<p>References and Pre-employment Checks</p> <p><i>St Clare's is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. All offers of employment and contracts are issued subject to satisfactory references and outcomes on all necessary pre-employment checks including DBS records and establishing the right to work in the UK. Some or all of these checks may have been undertaken before an offer is made.</i></p> <p><i>Under the National Minimum Standards for Boarding Schools, we are required to follow the guidance in Keeping Children Safe in Education and undertake additional checks on employees.</i></p>	
References	<p>Full written references and phone references on quoted references may be obtained before or after interview. One referee must be your current or most recent employer. References must also include the last place of employment where you worked with children or vulnerable adults. References from friends or relatives will not be accepted. Please ensure referees know they will be contacted and will respond promptly.</p>
Identity, right to work and qualifications	<p>Original documents confirming proof of identity, right to work in the UK and relevant qualifications will be required.</p> <p>Note: We have a legal responsibility to ensure that all our employees have the legal right to live and work in the UK. If we make an offer of employment, we will need to check that you are eligible to work in the UK before you start work. If you don't already have the legal right to work in the UK, we strongly recommend that you use the Home Office website to review the legal requirements of working in the UK as this will give you an indication of whether you may be eligible to work in the UK.</p>
Police checks/ DBS	<p>Police checks/Disclosure and Barring Service checks will also be undertaken for which employees/prospective employees are required to provide information and consent. Candidates who have lived and worked abroad in the last five years will be required to seek good conduct references, or the equivalent, from the countries in which they worked, as a pre-requisite of employment.</p>
Health questionnaire	<p>Satisfactory completion of a health questionnaire.</p>

HOW TO APPLY	
Applications	<p>Applications must be made using the College's standard application form which can be found on the College website at www.stclares.ac.uk/recruitment.</p> <p>CVs will only be accepted if accompanied by a St Clare's application form.</p>
Email	Applications should be submitted by email to recruitment@stclares.ac.uk
Contact us	<p>Email: recruitment@stclares.ac.uk</p> <p>Tel: 01865 552031</p>
Deadline for applications	<p>9am on Monday 11th November 2024</p> <p>Earlier applications are welcomed, and the College reserves the right to shortlist when a suitable field is available.</p>
Interviews	Interviews will be held during the week beginning 25 th November 2024. The selection process will include some testing of key attributes.