

JOB DESCRIPTION

Job Title: Marketing Officer

Reporting to: Senior Marketing Manager

JOB PURPOSE

To support the marketing and communications functions for the Skills and Education Group and its subsidiaries BIIAB, Skills and Education Group Access and Skills and Education Group Awards, covering a range of key areas such as social media, newsletter management, content creation and design support.

MAIN DUTIES AND RESPONSIBILITIES

- 1 To lead on the day to day running of the brands digital engagement channels (email, web, and social media) to help grow the Group's reputation
- 2 To work with the Senior Marketing Manager to develop and implement a digital strategy for the Group
- 3 To generate monthly analytical reports, using tools like Google Analytics, to measure and increase the impact of our digital engagement across the Group
- 4 To source inspiring content to be used across multiple channels for each of the subsidiaries
- 5 To be confident in writing, editing, and proof-reading, engaging user-friendly content for our websites, such as press releases and blog posts
- 6 To work with colleagues across the organisation to generate content for brand related newsletters
- 7 To be confident in using Mailchimp for managing lists and creating Newsletters
- 8 To have knowledge of using WordPress to update websites across the Group
- 9 To have some basic knowledge, or be prepared to learn the basics of using Adobe Creative suite, to support the Senior Marketing Manager in publication and digital graphics creation
- 10 To commission ad campaigns across multiple digital engagement channels as and when required

- 11 To create internal and external surveys as and when required
- 12 To help supervise the organisation's brand and corporate image both internally and externally
- 13 To effectively evaluate all digital engagement activity and make recommendations on where changes are needed
- 14 To assist the team with other required duties as and when necessary
- 15 To assist in the planning and promotion of the annual any other events as and when required
- 16 To deliver a high standard of customer care in all duties undertaken, providing the best possible service to all customers (both internal and external) in line with the Company standards.

The above-mentioned duties are neither exclusive nor exhaustive and the post holder may be required to carry out such other appropriate duties as may be determined by the Director of Business Growth and Engagement or Head of Business Growth and Marketing.

The post holder will be expected to adopt a flexible approach to ensure the efficient and effective running of the Company.

OTHER DUTIES

- 1 To ensure awareness of and compliance with all health and safety requirements taking reasonable care of the health and safety of yourself and other persons in accordance with the provision of Health and Safety legislation.
- 2 To exercise proper care in operating, handling, and safeguarding any equipment and appliances provided and issued by Skills and Education Group for individual or collective use in the performance of duties.
- 3 To keep up to date, so far as is necessary for the efficient execution of the job, with new legislation, procedures, and methods.
- 4 To participate in the Company's appraisal process and to undertake appropriate learning/development to ensure up-to-date knowledge and practices are applied and maintained for the efficient and effective performance of the job and to support the Company's strategic objectives.
- 5 To uphold and promote the Company's Equal Opportunities and Diversity

policies and practices, respect the unique contribution of every individual, and work positively in an equal opportunity and diverse environment.
6 To present an appropriate professional image in official Company business.

TERMS AND CONDITIONS

This post is subject to the terms and conditions determined by the Skills and Education Group.