**Marketing Coordinator**

Service Area/Centre: Marketing

Hours: 37 hours per week / 52 weeks per year

Salary: Business Support point 18 – 21

Reference Number:MC1

Responsible to: Marketing Manager - FE

**The Position**

The new Marketing Directorate at Blackburn College is driving growth through the delivery of a new transformative marketing strategy focusing on recruitment, relationships and reputation. We will deliver a new annual omni-channel campaign structure across further, higher, apprenticeship and adult markets delivering exceptional experiences for our prospective students.

The new Marketing Coordinator will support the delivery of the college’s external engagement with local schools, colleges and the wider community.

**Main duties and responsibilities:**

1. To work with the Marketing Manager - FE and Curriculum teams to support across all Further Education College curriculum, specifically the growth on all funded adult provision
2. To support the implementation of marketing plans for the College’s markets, including funded adult provision
3. Identify target audiences and ways to develop appropriate marketing output
4. To support the planning of both online and offline marketing campaigns and internal/ external communications, specifically funded adult provision
5. To support the creation of visually exciting content for a range of digital channels and contribute to any print materials
6. Work with the design team on creative concepts and the provision of marketing materials for internal and external communications
7. Write and edit copy for FE and adult funded provision, ensuring style and accuracy for website via CMS
8. Update course offer and profile information for College website and intermediary sites/magazines
9. To assist with the production of photographs and video as necessary to expose the College to a range of target audiences.
10. Support colleagues at a range of recruitment events including: Open Events, Enrolment, Parents’ Evenings etc.
11. Undertake continuous professional development as necessary to keep up to date with initiatives and practice and complete mandatory training.
12. To positively contribute to a safe learning and work environment ensuring compliance with Health and Safety and Safeguarding Policy and procedure.
13. Any other duties commensurate with the post

You should note that this job description is intended as a general guide to the duties attached to the post and is not an inflexible specification. It may therefore be altered from time to time to reflect the changing needs of the College, always in consultation with the post holder.

December 2022

Author: Marketing Manager - FE