

JOB DESCRIPTION

Post:	Marketing and Events Officer
Responsible to:	Senior Design and Marketing Officer
Salary:	£22,739 - £25,327 Scale 4 Full-Time / Part Time Fixed Term until 31 March 2025
Conditions of Service:	Truro and Penwith College Conditions of Service.
Main Purpose of Job:	To work as part of Truro and Penwith College's Projects Team to co-ordinate the Marketing and PR activities for the Future Skills department, including communications planning, event co-ordination and publicity tasks for the College's externally-funded projects.
Specific Duties:	<p>In collaboration with Project Co-ordinators and the Senior Design and Marketing Officer, to develop and deliver marketing plans to support both individual externally-funded projects and the wider Future Skills department.</p> <p>Evaluate, input and report on data relating to learner satisfaction and event feedback.</p> <p>Compile and produce case studies relevant to project aims that can be utilised for the purposes of external marketing.</p> <p>Manage a marketing budget and provide feedback to Project Co-ordinators and Managers on the status, value for money and effectiveness and efficiency of campaigns.</p> <p>Produce e-marketing material for online campaigns, including mail shots and social media, ensuring that all information is current and accurate.</p> <p>Manage and co-ordinate events by arranging venues, sending invitations, compiling marketing lists, managing registrations, liaising with internal and external suppliers, organising and setting up equipment.</p> <p>Oversee and maintain specific web pages.</p> <p>Production of marketing materials, literature and press releases ensuring that all collateral produced is audit compliant.</p> <p>Contribute to the development and delivery of new project activities, campaigns and initiatives.</p> <p>Update and maintain CRM information and marketing lists as and where appropriate</p>

Update and maintain stock levels of publicity and promotional materials.

Respond flexibly to the varied requirements, which will inevitably emerge in the process of developing new projects and scope of the department.

General Requirements:

As a member of staff, the postholder will be required to further the agreed aims of the College by participating fully in the following.

To participate in the scheme for appraisal and review of performance adopted by the College.

The provision of a high-quality environment for student learning and associated activities.

Student Welfare and Support Services.

The development of a flexible and responsive institution.

College Promotional and Marketing Activities.

The safe and appropriate use of College equipment, premises and property.

Health and Safety Procedures as laid out in the College Health and Safety Policy.

Staff Development Activities.

General College Developments.

Truro and Penwith College is a new institution which is continuing to go through a period of rapid growth and development. All members of staff must be prepared for changes in their responsibilities and work.

The post holder will also be required to undertake such other tasks as the Principal from time to time may determine.

The College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

PERSON SPECIFICATION

Marketing and Events Officer

Ideally, the person appointed will have the following skills and experience:

Essential

- A minimum of two years' working in a Marketing or Events role
- Experience of co-ordinating and running events
- Ability to plan, organise and work under pressure in a complex environment
- Self-motivated and personable – capable of working as a team player and independently
- Recognisable Marketing qualification, or working towards
- Experience of devising a functional marketing plan
- PC literate in databases, spreadsheets and website analytics
- Good inter-personal skills and experience of effective relationships with project participants, businesses, staff and external stakeholders
- Experience of working to tight deadlines
- Professional telephone manner
- A willingness and flexibility to learn and then operate new procedures effectively

Desirable

- Experience of CRM systems or similar client management databases
- ECDL/ ICDL qualification or equivalent IT qualification
- Experience of working in a Project environment; preferably ESIF

The College is registered with the Disclosure and Barring Service and the successful applicant will be required to apply for a Disclosure at the enhanced level. If you apply for a job with vulnerable people when you know you are on a barred list you could be fined or face a prison sentence.

Truro and Penwith College is committed to ensuring a culture of valuing diversity and ensuring equality of opportunities.