

JOB DESCRIPTION

Post: Senior Marketing Specialist (Content & Channels)

Responsible to: Head of Marketing and Communications

Salary: Scale 5
£26,146 - £27,832 per annum
Full time

Conditions of Service: Truro and Penwith College conditions of service

Main Purpose of Job: To support the Head of Marketing and Communications in delivering engaging, audience-focused content and campaigns.

To take responsibility for coordinating the College's content across digital and offline channels, ensuring consistency and quality.

To play a key role in the planning and delivery of student recruitment communications, supporting the wider marketing strategy.

Specific Duties: Coordinate and maintain the College content calendar and assisting the Head of Marketing in ensuring content deadlines are met and aligned to recruitment activities.

Create and schedule engaging content for digital channels (social media, website, email campaigns).

Provide content guidance to Marketing Specialists and assist in quality control of outputs.

Assist in drafting press releases and liaising with media under the direction of the Head of Marketing and Communications.

Proactively source and produce compelling student and staff success stories for use across College communications.

Develop and maintain content libraries of copy, imagery, video and design assets for re-use and repurposing.

Monitor content performance, using analytics and reporting tools to evaluate impact, share insights and refine future content.

Ensure all content reflects the College's brand values, tone of voice and strategic ambitions.

Provide proofreading, editing and copywriting support across College publications and communications.

Contribute ideas and support brand storytelling across platforms.

Contribute to the success of College events, including Open Events, by attending, supporting set-up and capturing content as needed.

Support the College at internal and external events, schools' visits and shows as a positive and knowledgeable ambassador.

Assist with general office administration and wider Marketing Office functions as required.

General Requirements: As a member of staff, the post-holder will be required to further the agreed aims of the College by participating fully in the following:

The first six months of your employment will be a probationary period, during which your suitability for the position to which you have been appointed will be assessed

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.

To be responsible for promoting equality and diversity in line with College procedures.

The development of a flexible and responsive institution.

To act responsibly in using resources including contributing and complying with efforts and initiatives to reduce carbon emissions.

To always maintain the highest standards of professional behaviour (including compliance with the staff Code of Conduct), with a positive and student focused approach.

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.

All members of staff must be prepared for changes in their responsibilities and work.

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

All members of staff are required as part of their duties to accept responsibility for safeguarding, Prevent and promoting the welfare of children and vulnerable adults.

PERSON SPECIFICATION

Senior Marketing Specialist

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

- Relevant marketing, communications or content qualifications and/or experience.
- Experience of content creation across multiple platforms (social, PR, email, publications, video, photography, blogs).
- Confident using social media tools and scheduling platforms.
- Excellent copywriting and editing skills, with the ability to adapt style and tone for different audiences.
- Confident in using social media, digital platforms and analytics tools to create, schedule and evaluate content.
- Strong organisational skills with the ability to manage multiple content projects.
- Excellent interpersonal skills with the ability to work collaboratively and occasionally guide colleagues on content best practice.
- Ability to represent the College confidently and positively in public-facing roles.
- Willingness to work flexibly, including evenings and occasional weekends.
- Clean and valid driving licence.

Desirable Skills:

- Experience of content marketing and audience-led storytelling.
- Photography, videography and/or design skills for content creation.
- Experience using Adobe Creative Suite, Canva or equivalent.
- Knowledge of CRM or email marketing platforms.
- Understanding of SEO and digital content optimisation.
- Experience of proofreading and quality-assuring marketing materials.

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.

THE TRURO & PENWITH COLLEGE VISION

LOOK FURTHER REACH FURTHER GO FURTHER

OUR AMBITIONS

LOOK FURTHER

- **Aspiration:** Students gain the confidence and self-belief to set ambitious progression and career goals
- **Inspiration:** Students are inspired by interactions with staff, stakeholders and alumni

REACH FURTHER

- **Triumph:** Students exceed expectation and achieve their full potential
- **Talent:** Expert lecturers with a passion for teaching, learning and assessment
- **T&PC Magic:** exceptional facilities, enrichment and opportunities

GO FURTHER

- **Progression:** Students progress to competitive universities, apprenticeships and jobs that provide strong foundations for successful careers
- **Prosper:** Students develop the skills needed to flourish at university or in employment
- **Productivity:** Students gain the skills employers need, supporting the economy to thrive

OUR VALUES

Our values, chosen by staff and students, provide the foundations for a high-performing inclusive culture in which our ambitions can be realised.

WELLBEING

Looking after our own physical, social and emotional wellbeing; the most important foundation for a happy, healthy and prosperous future.

ENGAGEMENT

Taking full advantage of the opportunities available to us, both at college and beyond.

ASPIRATION

Wanting the best future for ourselves and having the self-belief that we can achieve it; looking beyond the horizon we may initially see.

RESPECT

Playing an active part in creating positive inclusive communities, where everyone is valued and respected.