

Job Title: Head of Marketing	Pay Grade: £40,000
Normal Place of Work: Queen's Gardens with frequent travel to all Hull College Group sites	Line Manager: Vice Principal Corporate & Commercial
Role Summary: To oversee the delivery of the Group's Marketing and Student Recruitment activity. The role will be central to strengthening the Group's brand/image amongst key stakeholders, markets whilst supporting the Group's priorities. The role will oversee student recruitment activity across the Group from enquiry to application and work closely with key leaders to support them with achieving their recruitment performance indicators. Act as a point of authority on all marketing and external communications matters, including playing a key lead on the analysis and utilisation of labour market intelligence to inform the marketing and student recruitment strategy.	

Principal Accountabilities:

1. Using appropriate data, develop the Group's marketing and student recruitment strategy, ensuring it is coherently aligned with the College's business delivery arms and drafted following careful analysis of the external environment and is representative of the Group's diverse geographical reach
2. To take overall responsibility for the Marketing functions to deliver coherent recruitment activities and positive customer experience from the point of initial enquiry in support of delivering Group student recruitment targets
3. To develop and implement an operational marketing plan that includes performance indicators for the marketing team
4. To lead on the development and enhancement of the Group's brand profile; developing and implementing brand guidance which reflects the diverse needs of the business whilst achieving brand coherence
5. To take responsibility for the development of the Group's websites and other online marketing resources including social media and digital channels
6. To develop and deliver against key performance indicators for marketing, recruitment and communications; ensuring that there is clear analysis of the ROI in marketing spend for centrally controlled and provision driven investment decisions
7. To manage and allocate the Group marketing budget and to be accountable for the deployment of resource, both financial and human, within the Marketing, Recruitment and Communications Service
8. Work closely with and achieve excellent relationships with the College's business delivery arms to develop responsive marketing solutions for business development and concerted marketing sales activity
9. To participate in and influence the development of group policy by representing Group wide marketing and recruitment perspectives at various Committees and meetings
10. To be responsible for setting and evaluating short term and long term PR objectives; including proactively seeking opportunities for raising the Group's profile on a local, national and international level and media crisis management

11. To maintain a high degree of education sector awareness, a good knowledge of advances and best practice in tactical marketing and an awareness of competitors activities
12. Work closely with other key business functions, including Student Services to develop a coherent recruitment strategy and positive customer experience.
13. To work with outside agency's as required in the execution of the Strategic Marketing and PR deliverables perceived as crucial to the Group's development

Key Relationships

This is a significant management post as part of the Group's shared service arrangements. The post holder will be expected to develop and maintain good relationships with:

<ul style="list-style-type: none"> • Strategic Leadership Team 	<p>To ensure that they are effectively engaged in contributing to the delivery of the College's marketing and recruitment strategy, and in particular provide leadership on PR activity to enhance the College's brand</p>
<ul style="list-style-type: none"> • Principals/Directors 	<p>To ensure that they are engaged in the process of development, implementing and evaluating the impact of the College's marketing activity</p>

Generic Management Responsibilities

- To represent and promote the College brand values internally and externally; acting as an ambassador for business development on behalf of the College
- Promote the College's student first ethos, ensuring that the student experience is uppermost in policy and decision making
- To actively promote and act, at all times, in accordance with College policies, e.g. Health and Safety, Equal Opportunities and Safeguarding
- To actively promote and adhere to agreed College values
- To engage in a leadership role in change management, promoting innovation
- To act as a spokesperson for the College to various media as and when required
- To contribute to delivering the College's internal communications strategy, playing a leadership role in ensuring that communications are high quality and that our workforce is respected
- To participate in the College Annual Staff Performance and Development Review (ASPDR) and contribute to the overall development of Hull College Group staff
- To contribute to the development of the Group's Strategic Development Plan
- To facilitate the achievement of the College's quality objectives including those from external bodies
- To undertake other reasonable duties commensurate with the level

Person Specification – Head of Marketing

	Essential	Desirable	How assessed*
QUALIFICATIONS			
Qualified to degree level or equivalent professional qualification	✓		AF/Cert
Level 4/5 or Higher Leadership/Management qualification		✓	AF/Cert
Qualification enabling Chartered Membership of the Institute of Marketing		✓	AF/Cert
KNOWLEDGE AND EXPERIENCE (UP TO DATE/ CURRENT)			
Proven track record of influencing key stakeholders teams to achieve success	✓		AF/IV
Knowledge and/or experience of delivering shared service provision in complex organisations	✓		AF/IV
Experience of managing within a customer service environment	✓		AF/IV
First Class knowledge and experience of planning and delivering innovative new marketing campaigns and approaches to new products and initiatives	✓		AF/IV
Experience of events management; press office management; PR; web development, digital and omni-channel marketing	✓		AF/IV
Knowledge and experience of diverse marketing, digital and social, interruption and cross platform coordinated campaign creation	✓		AF/IV
SKILLS AND ABILITIES			
Strong strategic vision for improving and enhancing the employee experience	✓		AF/IV
Good oral and written communication skills	✓		AF/IV
Excellent interpersonal and networking skills	✓		AF/IV
Good planning and organisation skills	✓		AF/IV
Strong team leadership skills and ability to motivate and inspire others to reach organisational goals	✓		AF/IV
Good problem solving and decision-making skills	✓		AF/IV
Good numerical and verbal reasoning skills	✓		AT
Ability to use IT at a level commensurate with job role	✓		AF/IV
Able to develop self and others	✓		AF/IV
Ability to travel between all of the College's sites	✓		AF/IV
Ability to work flexibly, including evening and weekend work	✓		AF/IV

*Key to how skills are assessed:

AF = Skill assessed via application form
 AT = Skill assessed via test/work-related task

IV = Skill assessed via interview
 Cert = Certificate checked at interview