

BORDERS COLLEGE

JOB DESCRIPTION

Job Title	Marketing and Communications Manager
Post Holder	
Accountable To	College Executive
Responsible For	Members of the Marketing and Communications Team
Department	Marketing and Communications

Overall Purpose of Job

The Marketing and Communications Manager is responsible for the delivery of marketing and communications strategies that will support the Strategic Plan and enhance the College's brand visibility and reputation.

The job holder will efficiently and effectively deliver the marketing and communications service to ensure the consistency, quality and continuity of brand messaging and communication with the College's internal colleagues and external stakeholders. The role will include undertaking marketing campaigns and creating content using a variety of platforms such as online and social media to attract and retain students and customers and engage with stakeholders.

Main Duties and Responsibilities

1. Operational Management and Planning

- a. Contribute to the implementation of the College's strategic and operational plans.
- b. Manage a team with responsibility for marketing, internal and external communications and public relations, ensuring effective management of team performance and professional development, high levels of professional conduct and optimising the use of resources within a culture of continuous improvement and quality provision.
- c. Ensure that the marketing and communications service meets business needs and works in collaboration with stakeholder groups to provide impactful messaging.
- d. Contribute to the development of, then implement, marketing and communications plans.
- e. Regular financial management to ensure work within the agreed marketing and communications budget, taking timely action to mitigate any variances.

2. Marketing and Brand Development

- a. Provide professional marketing advice and support to colleagues.
- b. Develop, implement and evaluate multi-channel marketing plans to drive student recruitment numbers and support the achievement of commercial income targets.
- c. Take a lead role in managing and updating the College's external digital platforms (eg website, social media, online advertising) to ensure consistent brand messaging through the creation of high quality, engaging digital content which drives interest, engagement and applications.
- d. Monitor campaign performance and provide regular reports to evaluate impact and inform future activity.
- e. Design, co-ordinate and publish a range of publications including the annual prospectus and annual report, working collaboratively with colleagues, partners and users to develop content which meets the needs of the College and our target audiences.

3. Communications

- a. Provide professional communications advice and support to colleagues.
- b. Work closely with the Student Support and Curriculum teams to develop and deliver a Student Communications strategy to ensure current and prospective students are well informed and engaged with College initiatives and achievements through their student journey using a variety of channels that meet the needs of students.
- c. Work closely with the People Services team on a Staff Communications strategy to ensure that staff are informed and engaged with College initiatives and achievements through communication channels that are accessible to staff and easy to use.
- d. Manage the College website and develop information and regular updates.
- e. Work with colleagues and external stakeholders to proactively investigate and write news stories and award submissions that celebrate the success of students, staff and College initiatives and promote the work the College is doing to achieve our vision, mission and objectives that builds our reputation as a sector-leader in student experience and support.
- f. Take an active role in planning, preparing and evaluating the graduation ceremony, open days and other College events, ensuring that the spirit of the events is captured and communicated through appropriate channels.
- g. Establish and promote positive relationships with local, regional and national media contacts and community stakeholders to secure coverage and build the College's profile.
- h. Support reputation management activity, including proactive and reactive responses to any enquiries from media, Government and other stakeholders, drafting statements for the Executive/ Board to approve as required.

4. Other Responsibilities

- a. Attend and input to network meetings with marketing and communications professionals from other Colleges to share best practice.
- b. Identify emerging trends, technology and best practice to gather data to inform future marketing and communications activity and share information with target audiences.
- c. Manage and maintain relationships with third party suppliers and contractors.
- d. Put in place measures to evaluate the success of marketing and communications.
- e. To undertake any other duties to support the effective and efficient operation of the College as may reasonably be required by the Line Manager.

5. Personal and Professional Development

- a. Adopt flexible working methods to meet the changing needs of the College.
- b. Develop and maintain quality standards appropriate to and required by the post.
- c. Develop and maintain professional standards and expertise by undertaking relevant professional development as deemed appropriate by the College and/or the Line Manager.

The above mentioned duties and responsibilities represent the current situation and may change over time to reflect the changing needs and requirements of the College.

Signed Date
(Staff Member)

Signed Date
(Line Manager)

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PERSON SPECIFICATION

QUALIFICATIONS	Essential or Desirable
Degree/HND/HNC and/ or professional qualification in a marketing and/ or communication discipline or related subject (minimum SCQF Level 7)	E
Evidence of commitment to Continuing Professional Development	E

KNOWLEDGE	Essential or Desirable
Comprehensive working knowledge of communication channels, processes and software within the marketing and communications sector.	E

EXPERIENCE	Essential or Desirable
Implementing successful marketing and communications campaigns and measuring and demonstrating success.	E
Using multiple marketing and communications channels using high quality content to attract and engage with a wide variety of audiences.	E
Practical web development experience.	E
Interpreting strategy and developing operational plans to deliver on objectives.	E
Leading a marketing and/ or communications team and prioritising/ managing workload of the team and developing/ managing performance of team members.	E
Working with external agencies and suppliers to source creative and media solutions that provide best value.	E
Working in an education environment.	D

INTERPERSONAL SKILLS & ABILITIES	Essential or Desirable
Strong written and verbal communication skills with the ability to represent complex information clearly and concisely.	E
Able to create and maintain positive professional relationships.	E
Proactive, flexible and adaptable.	E
Ability to work in a results-based environment independently and as a team member, cope with workload pressure and deadlines using strong organisational skills.	E
Proficient in the use of Microsoft Office and other software eg Adobe, HTML, social media.	E
Accurate with a strong eye for detail.	E
Ability to work on matters of a sensitive nature in a professional and appropriate manner, maintain confidentiality and act with integrity.	E



PERSON SPECIFICATION

OTHER ABILITIES/QUALITIES	Essential or Desirable
Self-motivated.	E
Ability to relate to people and develop positive working relationships.	
Ability to demonstrate a high degree of organisational skills and aptitudes.	E
Enthusiastic with a positive attitude and commitment to customer service, innovation and continuous improvement.	E
Strong sense of purpose and drive.	E