

## JOB DESCRIPTION

Job Details	
Job Title:	<b>Marketing &amp; Communications Officer</b>
Department:	<b>Initial Teacher Training</b>
Location:	<b>Fairfields Primary School, Milton Keynes</b>
Family:	<b>Professional Services Staff</b>
Band:	<b>E</b>
Role Purpose	
To support and deliver effective marketing, communication and admissions for Initial Teacher Training	
Role Details	
1. This job MANAGES EMPLOYEES	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
2. This job requires DBS CLEARANCE	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>
3. This job involves TRAVEL TO MULTIPLE SITES	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
4. This job requires BUDGETRY/FINANCIAL ACCOUNTABILITY	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>

Key Accountabilities
<ul style="list-style-type: none"> <li>• Maintain a positive and friendly company image by acting as the first line of contact for visitors through telephone and website enquiries, social media platforms and face to face.</li> <li>• Manage recruitment of ITT trainees (Undergraduate, Postgraduate, Postgraduate Teaching Apprenticeship, Assessment Only) in line with targets</li> <li>• Manage recruitment of Partnership Schools in line with targets</li> <li>• Support colleagues across ITT and IFtL, including our schools, to contribute to recruitment activities for both trainees and Partnership Schools</li> <li>• Work with the Head of Projects and Delivery to develop annual marketing plans in line with targets</li> <li>• Create sales strategies and campaigns in line with the annual marketing plan</li> <li>• Manage the creation, design and development of printed marketing material including liaising with designers and printers where appropriate</li> <li>• Develop and develop communications and marketing campaigns promoting our courses and CPD provision.</li> </ul>

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- Design, implement, monitor and analyse advertising campaigns.
- Manage a visual identity, ensuring consistency and professionalism through all advertising, marketing and communications.
- Manage and create content for our social media channels (Facebook, Twitter & LinkedIn); maintaining a positive brand position for all accounts, promoting courses and build our social and digital presence increasing followers, and likes from existing and potential customers and stakeholders.
- Take responsibility for editing the ITT websites including creating engaging copy.
- Promote, (face to face and via digital communications) our CDP courses to a wide range of stakeholders including headteachers, teachers other education staff.
- Support the organisation and management of open evenings and events.
- Support the ITT admissions process through building relationships with prospective trainees.
- Write compelling communications to attract and convert prospective students.
- Manage and use data to inform marketing activities and in line with GDPR legislation.
- Commitment to the use of best practice, continuous improvement and service excellence.
- Any other duties as may be specified from time to time.

### Job Skills, Experience and Qualifications

#### Essential

- Experience/knowledge of WordPress
- Demonstrable knowledge of marketing campaigns and social media management
- The ability to engage with people at all levels and build effective relationships
- Proactive, highly motivated self-starter with a can-do approach
- Excellent communication skills – both written and verbal
- Ability to influence and negotiate at all levels
- Ability to develop a good network of contacts internally and externally
- Flexibility of working methods
- Excellent time management skills
- A full driving license and the ability to travel locally

#### Desirable

- Understanding of the Primary Education Sector or Initial Teacher Training.
- Project management experience

<hr/> Date Job Description issued to, discussed with and understood by Post Holder .....
Name of Post Holder: ..... Signature: ..... (I confirm I have been briefed on the requirements of this Job Description and other related documents)
Name of immediate Manager: ..... Signature:..... (I confirm I have briefed the Post Holder on the requirements of this Job Description and other related documents)

<b>Amended by:</b> Kerry Batten	<b>Dated:</b> 01/10/2021	<b>Version:</b> 2
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