



## Job Description

<b>Job Title</b>	Marketing and Communications Officer (0.6 FTE)
<b>Salary Scale</b>	LIPA Scale 6 (SCP 23-26)
<b>Responsible To</b>	Head of Marketing and Communications
<b>Responsible For</b>	N/A
<b>Number in Post</b>	1
<b>Date Drafted</b>	July 2024

### Job Purpose

The Marketing & Communications Officer has lead responsibility for marketing the LIPA Sixth Form College, the LIPA School, and the over-arching LIPA Multi-Academy Trust (MAT). You will develop and implement integrated marketing campaigns in line with our strategic marketing priorities and within agreed budgets. Pivotal to this role is the ability to create engaging copy and content to ensure that the Multi-Academy Trust and its constituent school and college meet their marketing and communications objectives.

### Job Activities

#### Major Task 1: Marketing Strategy

1. Work with the Head of Marketing and Communications, and Executives of the Multi-Academy Trust to implement and refine an effective marketing and communications strategy for the Trust, the school, and the college.
2. Collate competitor, market and customer analysis data to support decision making.
3. Develop effective internal communications processes and procedures to ensure coherent activity, market awareness and buy-in across the Multi-Academy Trust and its constituent school and college.

4. Provide support and advice to staff on all aspects of marketing.
5. Record Marketing budget expenditure.

### **Major Task 2: Web and Digital Campaigns**

1. Develop a content plan/calendar across the Multi-Academy Trust and constituent school and college websites and social media channels that is aligned to the marketing strategy.
2. Manage the constituent school and college social media channels, posting content that is relevant to our audiences, enhances their overall proposition and ensures our tone of voice and reputation is upheld.
3. Create compelling content for all the websites within the Multi-Academy Trust, contributing to an optimal user experience.
4. Develop creative and compelling content for organic social media campaigns, including engaging short form video content.
5. Oversee photo shoots and the creation of longer form video content and support the development and maintenance of an asset library for marketing purposes.
6. Write copy, gather content, and produce engaging email communications to stakeholders.
7. Work with colleagues across the Multi-Academy Trust to gather student and parent testimonials/case studies, plus student and graduate success stories to support marketing campaigns and communications.
8. Ensure content is accurate, up to date and adheres to ASA and Ofsted compliance legislation.
9. Evaluate the performance of web, social media channels and other digital communications such as emails and make recommendations for improvements.

### **Major Task 3: Promotional materials, events, and media relations**

1. Produce a range of marketing, promotional and exhibition/events materials in line with corporate requirements and to visual identity and style guidelines (including prospectuses, and information packs for prospective students and parents).
2. Write and proof copy and content for a variety of print and digital communications, ensuring all copy and content is engaging, inclusive and reflects the Multi-Academy Trust's tone of voice.
3. Support staff in planning, organising, and delivering key events such as open days, enrolment, and leavers events.
4. Support the development of key presentations for use at events.

5. Coordinate the effective distribution of marketing materials.
6. Undertake post event follow up activities to engage prospective students and encourage application and conversion.
7. Oversee promotional campaigns as necessary (such as online and offline advertising).
8. Manage the content displayed on the electronic bulletin boards (TV screens).
9. Secure positive media coverage by preparing and issuing news releases and responding to enquiries from the media, following up with journalists, identifying PR opportunities and organising interviews/statements.
10. Support and advise relevant teaching staff when dealing with the press/other media and offer guidance as to the handling of incidents and the nature of the response.
11. Maintain brand assets for the Multi-Academy Trust and the constituent school and college, ensuring all stakeholders are equipped to confidently use the brand.

#### **Major Task 4: Alumni and stakeholder engagement**

1. Maintain accurate and comprehensive records about alumni of the LIPA Sixth Form College.
2. Produce digital content celebrating the achievements of successful alumni from the Multi-Academy Trust.
3. Work with senior leadership at the Multi-Academy Trust to engage with local and national stakeholders, including journalists, policy makers, and other school leaders.

#### **Major Task 5: Common duties**

1. Work flexibly, contributing to the Institute's projects of a general nature and, under supervision, providing cover and support for other staff as appropriate.
2. To participate in staff appraisals and training programmes as required.
3. To carry out duties at all times with due regard to Data Protection/confidentiality, Equality, Diversity and Inclusion, Health and Safety and other Institute policies as agreed and revised from time to time.

**Notes:**

This job description will be reviewed annually as part of the appraisal process and may be varied in the light of LIPA's changing business needs. The job description sets out the main duties of the post at the date it was drafted. Such duties may vary from time to time without changing the general character of the post or the level of responsibility entailed.

**Location:**

The job is initially located on our main site. However, it may be that from time to time the post holder will be required to work on different duties, or in any other jobs, within their competence, such jobs being in their present or any other location as may be deemed appropriate. In all cases regard will be paid to the qualifications, experience, current duties and responsibilities and personal circumstances of the post holder.

**Hours:**

Usually 22.5 hrs per week, Monday – Friday, although there may be situations whereby the postholder will need to put in the hours to ensure that e.g., agreed project deadlines are met.

## Person Specification – Marketing and Communications Officer

		To be identified by:
<b>Education and Qualifications:</b>		
A degree or equivalent qualification in a relevant subject.	Essential	Application Form/ Qualification Certification
A relevant Marketing, PR, or journalism qualification.	Desirable	Application Form/ Qualification Certification
<b>Experience:</b>		
Five years' work experience in a marketing team, with responsibility for creating, delivering, and evaluating marketing campaigns.	Essential	Application Form / Interview
Demonstrable evidence of using digital and traditional media channels effectively to deliver marketing content and key messages.	Essential	Application Form / Interview
Experience of producing creative, compelling, and targeted written copy for communication channels (e.g. websites, brochures).	Essential	Application Form / Interview/ Task
Knowledge of video filming and editing and ability to create effective video content for social media accounts.	Desirable	Application Form / Interview
Experience of liaising with external designers and other suppliers, ensuring they deliver to time and to brief.	Desirable	Application Form / Interview
Experience of creating and delivering email campaigns.	Essential	Application Form / Interview
Experience of working with schools and colleges or branding activities aimed at young people.	Desirable	Application Form / Interview
Experience of using Content Management Systems.	Desirable	Application Form / Interview

Excellent IT user skills (including MS Office applications).	Essential	Application Form / Interview
<b>Skills and Knowledge:</b>		
Excellent written and oral communication skills and presentation skills.	Essential	Application Form / Interview/ Task
Ability to prioritise and use own initiative and able to work under pressure and meet deadlines.	Essential	Application Form
Excellent database skills and the ability to analyse large amounts of data.	Essential	Application Form / Interview
An excellent command of the English language and a good knowledge of grammar, spelling, and punctuation.	Essential	Application Form / Interview/ Task
The ability to write in varying styles and assume different tones according to the needs of the project and the target audience.	Essential	Interview/ Task
Confidence in dealing with a range of people, individually and in groups, positively and effectively at all levels.	Essential	Interview
Strong knowledge of social media and social media management tools.	Essential	Application Form / Interview
Ability to persuade and negotiate.	Essential	Interview
A good eye for design and meticulous attention to detail, with a high degree of accuracy.	Essential	Interview/ Task
Ability to build up and assimilate good product knowledge across the range of learning programmes we offer.	Essential	Interview
Ability to work as a supportive and proactive team member, as well as on own initiative with limited supervision.	Essential	Application Form / Interview
Positive and enthusiastic with a can-do approach.	Essential	Application Form / Interview
Ability to obtain an Enhanced DBS disclosure which is satisfactory to LIPA.	Essential	DBS application clearance

<b>Commitment:</b>		
To LIPA's Equality and Diversity policies and practice.	Essential	Application/ Interview
Enthusiasm and flexibility in their role with a 'can do' attitude.	Essential	Application/ Interview
To the provision of a high level of service to our customers.	Essential	Application/ Interview
Willingness to work flexibly, to travel when necessary and undertake appropriate training.	Essential	Application/ Interview