

<b>Job title</b>	Marketing Co-ordinator
<b>Contract</b>	Permanent
<b>Salary</b>	£30,000
<b>Location</b>	Purfleet, Essex
<b>Responsible to</b>	Business Development Manager
<b>Direct reports</b>	N/A
<b>Works with</b>	All college staff
<b>Date</b>	July 18

### **National College for Creative Industries/The Backstage Centre**

The National College Creative Industries was incorporated in September 2016 to develop industry lead high level technical skills within the Creative and Cultural Sector. The Backstage Centre is a commercial trading subsidiary of the National College which hosts leading technical facilities located at High House Production Park in Purfleet, Essex, where the National College Creative Industries are located.

### **Role Overview**

#### **Key responsibilities**

- Coordination of all Marketing and Communication activities for the National College & Backstage Centre
- Coordinate media representation including online
- Proactively work towards raising the profile of both organisations.
- Events Coordination

#### **Co-ordination of all Marketing and Communication activities for the National College & Backstage Centre**

- Support the Principal/CEO & Director of Curriculum & Quality t in all Marketing activities
- Contribute to the delivery of high quality services that are provided effectively, efficiently and consistently, whether it is direct or indirect communications.
- Coordinate the service to ensure marketing communications promote the correct message and maintain a good brand image.
- Coordinate the delivery of high quality events both internally and externally.
- Communicate effectively and appropriately with schools, colleges and local community groups
- Contribute to the annual marketing and communications plan
- Accurately evaluate and report on effectiveness of marketing and communications activities

- Deliver marketing activities in line with budgetary controls
- Coordinate the production of marketing materials and collateral
- Coordination of regular e-marketing activities.
- Implementation of marketing plan
- Accuracy and an eye for detail

**Manage media representation, including online.**

- Produce social media posts in line with college guidelines, to promote awareness of the organisation
- Coordinate updates to the National College and Backstage Centre websites
- Work with students and graduates to produce case studies, provide quotes for the media and media interviews
- Coordinate visits from the media and brief relevant staff in advance

**Proactively work towards raising the profile of both organisations**

- Work collaboratively with colleagues across the college
- Work professionally with high profile employer partners, Governors, VIP guest and visitors to the college
- Researching competitor activities and making recommendations on basis of findings
- Brand guardian
- Achieving KPIs as outlined above.

**Other requirements:**

- Able to travel within the UK, and to work occasional unsocial hours including evenings and weekends.

This job profile provides a general description and is not intended to be comprehensive. It may be altered from time to time as required for business reasons, to meet the changing needs of National College Creative Industries and The Backstage Centre.

## PERSON SPECIFICATION – Marketing Co-ordinator

	Essential	Desirable	Source of Evidence A/I/R/W/P
<b>EXPERIENCE</b>			
Experience of Marketing Manager / Co-ordinator	√		A/I/P/R
Experience of working within FE/HE		√	A/I/P/R
Experience of the live events industry		√	A/I/P/R
Experience of Film & TV Industry		√	A/I/P/R
<b>QUALIFICATIONS</b>			
Literacy and Numeracy Level 2	√		A
Marketing Qualification		√	A
<b>KNOWLEDGE, SKILLS AND ABILITIES</b>			
Excellent interpersonal and communication skills	√		P/I/A
Good written skills	√		W/A
Ability to interpret written, visual and verbal communications including numerical data	√		I/A
Ability to work on own initiative and be pro-active	√		I/A
Able to use social media effectively to enhance brand awareness and to drive traffic to the website	√		I/A
Excellent time management	√		I/A
Relationship management skills	√		I/A
Creative thinker	√		I/A/W/P
Basic knowledge of the entertainment industry logistics		√	I/A/W/P
Ability to collate information for relevant e-newsletters	√		
Knowledge of new GDPR Legislation	√		
<b>OTHER REQUIREMENTS</b>			
Awareness of equal and diversity issues and strong commitment to respecting individuals.	√		I/A
Ability to work to quality standards.	√		I/R/A
Understanding the importance of privacy/security on a closed set/site	√		I/R/A
Suitable to work with children and vulnerable adults.	√		I/R/A

- Assessment Criteria: A = Application, I = Interview, P= Presentation  
R = References W=Written Task