**Job Description**

**Job Title: Marketing Coordinator**

**Career Level: Level 6**

**Department or Business Sector: Marketing**

**Location**: Oxford

**Reporting to (manager’s job title): Marketing Manager – Industrial Sectors *(with a dotted line to OAS Operations Manager for day-to-day activities on site)***

***Please read the notes on pages 2 and 3 before completing these sections.***

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| **Heading:** | **Description** |
| 1. **Job Purpose**
 | A wide-ranging role and an integral member of the marketing and comms delivery team, with responsibility for developing and coordinating the implementation of marketing plans for Oxfordshire Advanced Skills (OAS) in Abingdon, supporting the sales and marketing objectives.Working closely with the Operations Manager, Business Development and Recruitment Leads, this role will be responsible for coordinating the implementation of marketing plans targeting both potential apprentices and employer partners within an agreed budget.This role will also be responsible for increasing awareness of the wider OAS training offering and new training programmes as they are developed, to support business objectives, ensuring consistency of branding across all media.Key responsibilities include:* Develop and deliver marketing communication tactical delivery plans to meet agreed business objectives
* Generate key messaging and propositions
* Drive a consistent, professional and inspiring visual identity
* Produce relevant collaterals such as digital assets, flyers, banners and case studies (with support from an external agency as required) to support business development activity and further develop/reinforce the OAS brand
* Work to develop effective digital marketing campaigns (email marketing, PPC, SEO review)
* Plan, create, monitor and report on organic and sponsored social media campaigns
* Drive a consistent positive dialogue with the press via PR to target trade and national media
* Achieve frequent, timely and positive media coverage across all available media (all online and offline channels)
* Undertake and coordinate photoshoots and filming requests – storyboarding, editing and producing finished films
* Effective management of events, both internal and external, ensuring stakeholder expectations are met or exceeded
* Work with external suppliers – design and web agencies, freelancers, printers, etc. to deliver to agreed comms and collateral objectives
* Co-ordinate and deliver successful webinars, including promotional campaigns and presentation enhancement.
* Website – update and management
* Monitor, review and report on all marketing activity and results
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| 1. **Communication**
 | This position requires excellent communication skills both written and verbal, as the role holder will be working closely with internal stakeholders at all levels, to collaborate, present ideas and gain buy in from team members to drive forward the marketing activities.The role will also involve working with apprentices to share their experiences and showcase the apprenticeship programme, so again strong verbal communication skills with this audience are essential.This role will interface with a number of external suppliers such as agencies, printers, graphic designers and more, so excellence communication skills are required to manage supplier relationships. |
| 1. **Innovation**
 | The role holder will be responsible for delivering marcomms plans to attract potential apprentices and employer partners, as well as to promote the wider training offering at OAS which includes new programmes and training courses. Therefore an innovative approach to marketing and a willingness to try out new ideas and campaigns is desirable. The role also requires an element of innovative thinking and commercial awareness to react to business development needs and support reactive tactical campaigns. |
| 1. **Knowledge**
 | * Technical marketing skills and company knowledge
* Good working knowledge of Microsoft Office (Word, Excel, PowerPoint)
* Good working knowledge of Adobe Creative Suite, particularly Premier Pro, Photoshop and Acrobat DC
* Good working knowledge of the marketing mix and understanding of comms channels (both on and offline)
* Good working knowledge of Zoom, MS Teams, Webex and other platforms to help coordinate and manage virtual meetings and webinars
* Website – use of Content Management Systems (Umbraco) and good working knowledge of html
* Good working knowledge of e-marketing software
* Experience in using a CRM system
* A level of familiarity with filming and editing video content
* Knowledge and experience of online feedback tools (Survey Monkey, Mentimeter)
* Proven copywriting skills
* Familiarity with SEO/SEM and Google Analytics
* Excellent communication skills (verbal and written)
* Strong analytical skills
* Bachelor’s degree in Marketing or relevant field
* CIM qualification
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| 1. **Person Specification**
 | All aspects of the role are to be carried out as an exemplar within the business in adhering to the MTC RIGHT way:* Acting responsibly, putting MTC’s interests ahead of personal ambition;
* Providing inspirational leadership to all who come in contact with you;
* Delivering in the broadest sense a great working environment;
* Leading with humility, honesty and integrity in all that you do;
* Promoting teamwork, supporting through difficult times and collectively celebrating our successes.

In addition:* A minimum of 3 years’ experience of marketing in a similar training/skills focused environment
* A self-starter, with a proactive approach to work
* Excellent verbal and written communications skills
* A good team player
* Demonstrate excellent interpersonal skills
* Excellent management of people and resources
* Capable of mediating between different factions
* Capable of providing a common sense approach
* Good decision maker
 |

**Definitions**

**1. Job purpose:**

*Provide an overview of the job, its context in the company;*

*Describe the level and scope of influence and authority that the position should have (is this within the immediate job area or more widely across a business unit or potentially the business as a whole?);*

*Describe the level of impact by reference to the daily scope of the role – does the role holder follow clearly defined procedures under close supervision or is there latitude to set objectives or even strategies?*

**2. Communication:**

*Outline the scope, extent and nature of the communication that this role is responsible for, on a regular basis;*

*What communication skills are required? (to convey information, to reach agreement, to manage communication?);*

*What is the context: internal or external?*

**3. Innovation:**

*To what extent is the role holder required to identify, develop and make improvements to ideas, techniques, procedures, services or products?*

*What is the level of complexity? (are problems generally in one area and well defined or are they multi-dimensional?)*

*Is the role holder expected to make minor changes or to enhance or replace entire processes?*

**4. Knowledge:**

*What is the nature and extent or depth of knowledge required in this job to achieve objectives and add value?*

*Knowledge may be acquired through formal education and/or work experience;*

*First specify the depth of knowledge to be applied and then identify whether the role holder would apply the knowledge as a team member, team leader or manager of teams.*

**5.** **Person Specification:**

*The type of person suitable for the role:*

*For example, does this require someone who enjoys working with lots of detailed data, or someone who enjoys working with customers or potential customers;*

*Would this role be suited to someone with high levels of resilience and an aptitude for working under pressure, to meet deadlines?*

*What sort of prior experience would be necessary or helpful?*