

Job Description

Job Title: Marketing Officer (Ixion)

Reports to: Marketing Manager

Salary: £23,000 – £25,000

Location: Home-based

Purpose

We are looking for a proactive and innovative team member within Learning and Skills to help us drive forward engagement and referrals for our courses and qualifications and position us nationally as the Ofsted Outstanding provider that we are.

You will love communicating and utilising diverse platforms to speak and engage with our current and potential audience. You will be skilled at multitasking and be hands-on in delivering campaigns and projects. You'll be happy working at all levels and gaining content approval from a range of stakeholders.

You will have excellent interpersonal skills to enable you to work flexibly and effectively with colleagues, and be a persuasive communicator. You will welcome a challenge and offer creative solutions, timely support and practical help to colleagues.

Main Duties and Responsibilities

1. With support from the Marketing Manager develop and execute content- driven campaigns to meet business targets, supporting SMART objectives and campaign KPIs while working with the wider Ixion and Shaw Trust support and operational teams to devise and implement engaging content.
2. Work jointly with the wider marketing and communications team and engagement teams to ensure campaigns are meeting their targets and support the Shaw Trust approach.
3. Deliver high quality audience-focused content as part of campaigns including blogs, articles, podcasts, email marketing, web content, brochures and live digital events.
4. Work with the marketing team to ensure external and internal platforms are regularly updated with content (such as our websites, intranet, National Careers Service, National Apprenticeship Service, Youth Employment UK and our social media channels).

5. Creating inspirational online and offline content that will help us stand out in a saturated marketplace, consistently identifying new ways to present information and engage our audience.
6. Work with the marketing manager to monitor analytics to produce data driven content to inform campaign strategy and content.
7. Organising and attending events, online or in person, such as conferences, webinars, receptions and exhibitions.
8. Ensure all content meets Shaw Trust's accessibility standards and adheres to brand guidelines.
9. Contribute regularly to the improvement of content knowledge within the department and across Shaw Trust as directed.

Other

1. To undertake any further training as identified in the Shaw Trust review procedures.
2. Ensure that safe working practices are followed in respect of COSHH and other Risk Assessment control measures.
3. Employees must comply with the provisions of 'The Health and Safety at Work Act 1974' and must take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts of omissions whilst at work. Employees are also required to co-operate with their employer to enable them to perform or comply with any statutory provisions. The Trust's efforts to promote a safe and healthy working environment can only succeed with the full co-operation of its employees.
4. To understand, comply with and promote Shaw Trust's safeguarding policy and procedures. It is the responsibility of all employees to make the working environment safe and secure for all. Everyone must adhere to the 5 Rs in relation to possible abuse: Recognition, Response, Reporting, Recording and Referral. The Trust can only ensure its dedication to the protection of vulnerable people with the full cooperation of its employees.
5. The Trust has a Diversity and Inclusion Policy and it is the responsibility of all staff to comply with this. The key responsibilities for staff under this Policy are set out in the Trust Code of Conduct.
6. To maintain the confidentiality about clients, staff and other Trust business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty. The post holder must meet the requirements of the Data Protection Act at all times.

7. To maintain awareness of risk and to take personal responsibility for ensuring that the Trust is not unnecessarily exposed to risk. To report any issues or concerns relating to risk and the effectiveness of the Trust 's risk management arrangements.
8. Be aware of, promote and implement Shaw Trust's Risk, Quality and Information Security Management Systems.
9. To report to line manager, or other appropriate person, in the event of awareness of bad practice.
10. Recycle and manage energy within your environment in line with Shaw Trust's Strategic aim to adopt green approaches and become carbon neutral.

This job description is intended to provide a broad outline of the main duties and responsibilities only. The post holder will need to be flexible in developing the role in conjunction with the line manager. The post holder may be asked to carry out any other delegated duty or task that is in line with their post.

<p align="center">Person Specification</p> <p align="center">Job Title:</p> <p align="center">(E=Essential D=Desirable)</p>
SKILLS AND CORE COMPETENCIES
Technical competency (qualifications and training)
<p>Experience</p> <ul style="list-style-type: none"> • Practical experience and working knowledge of digital tools including social media, email platforms, intranets (e.g. Wordpress, Hootsuite, DotDigital) (E) • Experience of content creation in commercial settings to drive sales of products and services (E) • Experience of managing external suppliers/agencies (D) • Experience and practical working knowledge of Adobe suite and/or Canva (E) • Excellent IT literacy and keenness to share knowledge. (E) • Understanding of content driven SEO (D) • An understanding of digital accessibility requirements for people with disabilities and health problems (D) • Experience of working within the FE or HE sector (D)
<p>Skills and Attributes</p> <ul style="list-style-type: none"> • Quick learner able to communicate information about our courses and qualifications such as traineeships, apprenticeships using online and offline communication methods (E) • Use creative thinking to find innovative new ways to communicate our work across the Learning and Skills division (E) • Ability to communicate complex data to our target audiences (E) • Proven ability to multi-task and be flexible in working style, executing tactical campaign elements in line with briefs and targets (E)
<p>Personal qualities, communicating and relating to others</p> <ul style="list-style-type: none"> • Excellent interpersonal, communication and presentation skills. (E) • Ambitious for the Learning and Skills division. (E) • Committed to delivering individually and as a team, sharing skills and knowledge to motivate and mentor others. (E) • Be honest, brave and accountable, willing to innovate and learn to share new ways of working. (E) • Ability to work to a budget (D) • Outstanding personal impact, drive, enthusiasm and presence. (E)

Safeguarding

- Be able to display an awareness, understanding and commitment to the protection and safeguarding of young people and vulnerable adults. (E)
- This post requires a Disclosure and Barring Service Check at a basic level (E)

Other

- Have an understanding of and be able to demonstrate a commitment to Equal Opportunities and Diversity. (E)