



Marketing and Events Officer – 1-Year Fixed-term Contract

<p>What we value at Westminster</p>	<p>Westminster City Council believes in creating a City for All where people are born into a supportive and safe environment, grow and learn throughout their lives, build fantastic careers in world-leading industries, have access to high quality, affordable homes and retire into the community with dignity and pride.</p> <p>We work together to adapt to the changing needs of our communities – resulting in a dynamic atmosphere where ambition, diversity and creativity are celebrated.</p>
<p>Our culture</p>	<p>At Westminster we have a culture of openness, transparency and integrity – where everyone has the opportunity to thrive and develop to be the very best.</p> <p>The Westminster Way is the council’s commitment to our staff and is underpinned by three pillars:</p> <ul style="list-style-type: none"> • Personal development: Everyone has talent. We want everyone to thrive at Westminster and so we take the time to nurture talent – coaching and mentoring our people to be the very best. • Value our people and diversity: Everyone is valued. We embrace our differences, to bring new perspectives to the future challenges of our city. • The Westminster Way of working: Everyone is a leader. At Westminster we encourage everyone to develop themselves to have a growth mind-set and an outward looking approach to provide the best service to our residents, businesses and visitors. We champion modern and agile working and an open and transparent outlook to the way we work. <p>In order to do the very best for our communities, we believe that our workforce should be representative of the people we work on behalf of, our residents. That’s why at Westminster we celebrate and embrace our differences.</p> <p>We are passionate about creating a workplace where all can thrive, and where every single person has the opportunity to develop, grow and to be valued for their contribution.</p>
<p>Portfolio/responsibilities of this role</p>	<p>Digital Marketing</p> <p>Support the Marketing Team to manage the organisation's digital</p>

social media and business channels with frequent, relevant and engaging updates, maximise use for learner recruitment campaign.

Support with the creation of engaging written and visual content for online publication.

Marketing and communications

Work as part of the wider marketing team to produce and design leaflets, brochures and other promotional materials related to the Service, liaising with colleagues as well as designers and print suppliers.

Create engaging written content for online and offline publications.

Research

Understand the WAES customer journey and suggest comms and changes to processes, where needed.

Conduct competitor analysis and understand the WAES positioning in the market and USP.

Event Management

Support the Marketing Team in planning and co-ordinating the event management of the organisation's annual Learner Awards ceremony, termly open day events, VIP events including registration, communications and attendance.

Liaise with venues, third parties and internal WAES staff to ensure logistical arrangements of events.

Email Marketing

Further developing our Digital communications platforms for both staff and learner engagement, using the relevant technologies to support.

Assist with learner and staff comms, including production of content, design of emails and list preparation.

Track and analyse data related to email communications and improve engagement numbers.

Other online marketing

Investigate other online marketing avenues, including external suppliers and online advertising opportunities.

Project manage and track ROI of campaigns running and advise on the best avenues to continue using.

	<p>Budget Responsibilities - Support the Head of Marketing & Admissions of day-to-day running of the budget, managing disseminating budget collateral buying, search for value for money and be accountable for disseminated spend as allocated by the Head.</p> <p>Staffing £0</p> <p>Procurement – Supporting the Head of Marketing and Admissions</p> <p>Other £0</p>
<p>What do we expect this role to achieve?</p>	<p>The success of this role will ensure that:</p> <ol style="list-style-type: none"> 1. The new WAES website is built and launched in a timely manner, taking all requirements into account. 2. High quality communications are provided to all our learners and staff in all our centres in a way that supports the WAES brand values and the service’s vision and mission. 3. The WAES brand is established in the market as a centre of excellence for adult education. 4. Promotional materials, including brochures and flyers, are available as required and within agreed deadlines. 5. Quotations are sought and compared to get the best value for money and that budget controls are adhered to for all activities. 6. Digital campaigns are developed and implemented to support the marketing strategy and the overall organisational strategy. 7. The WAES website is continuously updated and checked for incorrect and outdated information. 8. The WAES social media channels are proactively managed and increased engagement targets are met. 9. All WAES staff and learners are kept up to date with our news and events. 10. There is support for all events run by the service and for events that we attend as exhibitors. 11. All communications are accurate and that relationships are built and maintained with media outlets, suppliers and partner organisations. 12. The service is kept abreast of new developments in marketing and communications. 13. The marketing department is established as a valuable, helpful and supportive function within the service.
<p>Band/Salary range</p>	<p>Band 3</p>
<p>Work style</p>	<p>Work across all 3 WAES sites and work remotely</p> <p>Willingness to work in a flexible way including evenings and Saturdays</p>

Your manager & team	Reports to Head of Marketing and Admissions
	Direct Reports: none
Corporate standards	Qualifications: <ul style="list-style-type: none"> • GCSEs in English and Maths or equivalent • Educated to degree level, preferably in marketing, business or related subject • Digital marketing qualification
	<ul style="list-style-type: none"> • Resources / Financial management We expect you to manage delegated budgets, funding and resources in line with our processes and our Westminster Way. We would welcome your ideas on the development of outcome-based commissioning models and/or income generation opportunities to help the service receive value for money. • Values and behaviours Our values and behaviours are at the heart of everything we do. We expect you to work in this Westminster Way empowering, engaging and encouraging your teammates to deliver our corporate vision. • Compliance We expect you to ensure legal, regulatory and policy compliance in area of your specialism, identifying opportunities and risks and escalate/report where appropriate. • Equality and diversity We value equality and diversity as a city council and we want you to support and promote this in your day-to-day work.

Person Specification – (Job Title)

		We will assess your match to the criteria from:			
Key: E – Essential D - Desirable		App Form	Test(s)	Interview	References
<u>Qualifications/Education/Training</u>					
GCSEs in English and Maths or equivalent Educated to degree level, preferable in business or related subject.	E	✓			
Educated to degree level, preferably in marketing, business or related subject.	D	✓			
Digital marketing qualification.	E	✓		✓	
<u>Professional Knowledge/Understanding</u>					
Setting up social media profiles, including tracking.	E	✓		✓	
Setting up and managing video channels.	D			✓	
Managing websites and analytics.	E	✓		✓	
Tracking and reporting on user journeys and funnels.	D			✓	
Managing email marketing channels, setting up AB testing and tracking response rates.	E	✓		✓	
<u>Experience</u>					
Digital Marketing Experience.	E	✓		✓	
Experience of planning and running digital marketing campaigns, including social media management and online paid advertising.	E	✓		✓	

Experience of running promotions and/or marketing campaigns.	D	✓		✓	
Experience of working with a range of customers or students.	E			✓	
Experience of writing content for online or printed publications.	E	✓	✓	✓	
Experience of publishing reports, marketing brochures or leaflets.	D	✓		✓	
Knowledge of graphics editing software such as InDesign or Photoshop.	D	✓		✓	
Experience of working with media agencies, suppliers and freelancers.	D			✓	
Experience of working within the Further Education or Adult Community Learning sectors.	D			✓	
Experience of organising or managing events.	D			✓	
<u>Skills</u>					
Digital marketing and website management.	E	✓		✓	
Knowledge of digital coding, e.g. HTML and CSS.	E	✓		✓	
Strong project management skills.	D			✓	
Strong ICT skills including Word, Outlook, Excel, PowerPoint.	E	✓		✓	
Excellent organisational and administrative skills.	E			✓	
<u>Disposition/Personal Qualities</u>					
Flexible and adaptable to challenges.	D			✓	
Positive outlook/role-model to colleagues.	D			✓	
Accuracy and attention to detail.	D		✓	✓	

Knowledge/Understanding of Key Policies					
Understanding of Safeguarding Legislation and its application within the educational sector and in relation to this post.	E	✓		✓	
Commitment to equality and diversity and a good understanding of its practical implementation in the role.	E	✓		✓	