



**Marketing Co-ordinator**

<p><b>What we value at Westminster Adult Education Service</b></p>	<p>We are passionate about transforming lives through education and enabling our learners to realise their full potential.</p> <p>We are ambitious for our learners, staff and community, setting aspirational targets and high standards. We aim for excellence in all our teaching and learning.</p> <p>We value our stakeholders particularly our local community and strive to be agile in meeting their needs.</p>
<p><b>Our culture</b></p>	<p>We are an open and welcoming service. We create an inclusive learning and working environment for each person, treating everyone fairly and with respect.</p>
<p><b>Portfolio/responsibilities of this role</b></p>	<p><b>Marketing and communications</b></p> <p>Produce and design leaflets, brochures and other promotional materials related to the Service, liaising with colleagues as well as designers and print suppliers.</p> <p>Design and co-ordinate digital campaigns for the organisation, liaising with the team to collate relevant data sets for targeting, while working to budget allocated.</p> <p>Co-ordinate changes and edits to WAES website(s) including new event, news and marketing landing pages.</p> <p>Pro-actively manage the organisation's digital social media and business channels with frequent, relevant and engaging updates and maximise use for learner recruitment campaign.</p> <p>Create engaging written content for online and offline publication including press releases.</p> <p><b>Research</b></p> <p>Analyse and interpret data, including conversion metrics, to report on campaign results, return on investment and website behaviour and trends.</p> <p>Monitor and report back on developments and marketing technology advancements in the adult learning and Further Education sectors.</p> <p><b>Event Management</b></p> <p>Assist in the planning and co-ordinate the event management of the organisation's annual Learner Awards ceremony, termly open day events, VIP events including registration, communications and attendance.</p>

	Liaise with venues, third parties and internal WAES staff to ensure logistical arrangements of events.
	<p>Budget Responsibilities – Support the Head of Marketing &amp; 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</p> <p>Other £0</p>
<b>What do we expect this role to achieve?</b>	<p>The success of this role will ensure that:</p> <ol style="list-style-type: none"> <li>1. 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.</li> <li>2. The WAES brand is established in the market as a centre of excellence for adult education.</li> <li>3. Promotional materials, including brochures and flyers, are available as required and within agreed deadlines.</li> <li>4. Quotations are sought and compared to get the best value for money and that budget controls are adhered to for all activities.</li> <li>5. Digital campaigns are developed and implemented to support the marketing strategy and the overall organisational strategy.</li> <li>6. The WAES website is continuously updated and checked for incorrect and outdated information.</li> <li>7. The WAES social media channels are proactively managed and increased engagement targets are met.</li> <li>8. All WAES staff and learners are kept up-to-date with our news and events.</li> <li>9. There is support for all events run by the service and for events that we attend as exhibitors.</li> <li>10. All communications are accurate and that relationships are built and maintained with media outlets, suppliers and partner organisations.</li> <li>11. The service is kept abreast of new developments in marketing and communications.</li> <li>12. The marketing department is established as a valuable, helpful and supportive function within the service.</li> </ol>
<b>Band/Salary range</b>	<b>Band 3</b>
<b>Work style</b>	<b>Agile</b>
<b>Your manager &amp; team</b>	Name of Line Manager: TBC

	Number of employees reporting into this role: 0
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of running promotions and/or marketing campaigns</li> <li>• Experience of working with a range of customers or students</li> <li>• Experience of writing content for online or printed publications</li> <li>• Experience of publishing reports, marketing brochures or leaflets</li> <li>• Experience of organising or managing events</li> <li>• Experience of digital marketing campaigns, social media management and online paid advertising</li> <li>• Knowledge of graphics editing software such as InDesign or Photoshop</li> <li>• Experience of working with media agencies, suppliers and freelance</li> <li>• Experience of working within the Further Education or Adult Community Learning sectors.</li> </ul>
<b>Skills</b>	<p>The successful candidate will have demonstrable skills and abilities in relation to:</p> <ul style="list-style-type: none"> <li>• Accuracy and attention to detail</li> <li>• Excellent organisational and administrative skills</li> <li>• Strong ICT skills including Word, Outlook, Excel, PowerPoint</li> </ul> <p><b>Qualifications:</b></p> <ul style="list-style-type: none"> <li>• GCSE's in English and Maths or equivalent</li> <li>• Educated to degree level, preferably in business or related subject.</li> </ul>
<b>Corporate standards</b>	<ul style="list-style-type: none"> <li>• <b>Resources / Financial management</b> 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.</li> <li>• <b>Values and behaviours</b> 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.</li> <li>• <b>Compliance</b> We expect you to ensure legal, regulatory and policy compliance in the area of your specialism, identifying opportunities and risks and escalate/report where appropriate.</li> <li>• <b>Equality and diversity</b> We value equality and diversity as a city council and we want you to support and promote this in your day to day work.</li> </ul>

**Additional leadership values and behaviours for managers**

**People and Service Management (Managing excellent, cost-effective service delivery.**

- Driving forward performance - setting high standards, encouraging improvement and supporting the team to achieve. Having regular team meetings and one to one conversations about performance, including difficult ones when necessary.
- Developing our people and our partners - giving people the scope to do well, taking time to understand their strengths and motivations, stretching them and coaching them to achieve.
- Managing budgets responsibly – planning, monitoring and adapting budgets to respond to changing priorities. Delivering the Medium Term Plan
- Working within the democratic framework - understanding the democratic process and its role in public organisations, anticipating Member needs and responding to their feedback.

**Leadership and Engagement**

Inspiring the team to deliver the corporate vision, embrace change and develop opportunities.

- Delivering the corporate vision – developing and communicating a direction for the Service which keeps us focused on delivering the priorities of the corporate vision and makes it central to everything we do.
- Leading change - being realistic, transparent and clear on the challenges. Communicating the reasons for change and ensuring understanding. Inspiring people to get involved, to question, and to take change forward.
- Making difficult decisions – tackling issues proactively and finding solutions, being accountable for the decisions that have been made.
- Engaging staff, communities and customers - winning strong support through effective and regular communication, collaboration and feedback.
- Being commercial – creating opportunities to generate growth, income and maximise commercial potential.