

Marketing and Events Officer (Victoria College)

Department: CYPES

Division: Victoria College

Reports to: Victoria College Deputy Headmaster

JE Reference: CYP1048

Grade: CS08

JE Date: 3/11/2021

Job purpose

The role of the Marketing and Events Officer is to communicate a compelling story about Victoria College (VCJ). The role will lead on the development and delivery of all marketing strategies to promote the educational opportunities that a VCJ education offers. The aim is to raise the College's visibility, advance its brand, articulate clear messaging to internal and external stakeholders and help deliver student recruitment objectives. The role also demands support for internal and external College events, the creation and updating of appropriate literatures (e.g. the Victorian Magazine, Options Guides, etc), and promotion and overseeing of the booking of the College facilities (e.g. charity and wedding events).

Job specific outcomes

In liaison with the Leadership team, development and implementation of an effective digital and social media strategy to include: online campaigns; email marketing; social media posting and tracking, and digital content production.

Create and execute a PR plan that regularly places the schools positively in the local media (radio, news media, TV, banner adverts across the island).

Manage all messaging in the media, working closely with the Leadership team and Education Department.

Implement a wider community engagement programme to promote and develop the schools' image amongst stakeholder groups and influencers including: parents; former pupils; feeder schools; community and charity groups; businesses and the wider community in general.

Ensure consistent implementation of the schools' brand guidelines, providing overall editorial and design control across all communications and promotional activity.

Oversee the creation and maintenance of an on-brand photo and testimonial library depicting all areas of VCJ life, reinforcing the schools' ethos, mission and aims, for use in proactive communications and marketing campaigns.

Keeping abreast of all matters related to VCJ life and working with students, staff and parents at all levels to communicate the schools' 'stories' on a week to week basis.

To develop and update excellent electronic and hard copy literature to communicate key aspects of the College, including the Victorian Magazine, Option Guides, promotional material and merchandise

Communicate with all staff members to gather information for the weekly College Newsletter.

Take responsibility for managing marketing stock levels and ensure all marketing materials are organised and easy to locate. This will also include the preparation of materials for events, on and off island as necessary.

To develop, market and implement, in conjunction with the Leadership Group, a range of events to showcase the College's educational provision and improve student recruitment and retention. This includes, but is not limited to, Open Days, Parent Information Evenings, recruitment events, Experience Days, etc.

To oversee the hire of school facilities, ensuring a high quality, responsive service that maximises income for the school, and promotes recruitment and retention of roll. To show guests around the school and completing the venue hiring process. For external events this includes, but is not limited to, weddings, charity events, outreach events

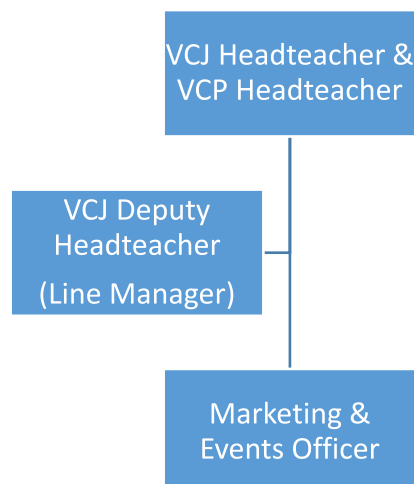
To support the Leadership Group with the development of new ideas.

Tendering for production of materials to external suppliers.

Statutory responsibilities

Active engagement, participation, and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

Organisation chart



Person Specification

Specific to the role

ATTRIBUTES	ESSENTIAL	DESIRABLE
Qualifications	Willingness to participate in ongoing professional development activities as requested.	A degree from an accredited college or university in a field related to marketing and communications; an advanced degree is preferred. Hold a Chartered Institute of Marketing Diploma or similar.
Knowledge	Knowledge of marketing strategies and market research processes Knowledge in using a range of social media platforms	Knowledge of donor strategy and fundraising in schools Knowledge of the educational system in Jersey
Technical / Work-based Skills	Outstanding speaking, writing and editing skills. Fluency in using social media and digital communications platforms effectively. IT literate with competence in using the Microsoft Office suite of software, One Drive and Teams. Demonstrable ability to multi-task and organise own workload to meet deadlines, juggling priorities which may have differing and conflicting demands.	Demonstrated success in supervising and managing staff.
General Skills/Attributes	Ability to deal with all stakeholders in a sympathetic, sensitive manner whilst maintaining discretion, sensitivity and confidentiality. Able to work effectively without supervision, using own initiative to prioritise workload. Willingness to engage in reviews, suggesting improvements to administrative processes and supporting changes.	Demonstrated success in managing multiple projects with shifting priorities and competing deadlines. Ability to develop, monitor and adhere to budgets and production schedules.
Experience	Experience of marketing and events management in a business or school environment	Upwards of 5 years' experience in marketing and communications, preferably

	<p>Demonstrated success in creating positive relationships with external stakeholders and cultivating potential philanthropic support.</p> <p>Demonstrated success in generating regular positive media attention to an organisation.</p>	<p>in an school or other non-profit organisation.</p>
Criteria relating to Safeguarding	<p>Enhanced DBS certificate.</p>	<p>Understanding and knowledge of Safeguarding of young people.</p>

Core Accountabilities, Attributes and Behaviour Indicators

Appointees to this role will be required to adhere to and perform their duties in line with the standards identified in the States of Jersey tier 5 core accountabilities attributes and behaviour indicators.

The standards relevant to this tier, identified in the States of Jersey core accountabilities attributes and behaviour indicators, are to be attached in a separate document.