

## Marketing and Communications Manager

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<b>Department:</b>	CYPES	
<b>Section:</b>	Highlands College of Further and Higher Education	
<b>Reports to:</b>	Principal	
<b>JE Ref:</b>	CYP1081	
<b>Grade:</b>	CS11	<b>JE Date:</b> 06/07/2022

### Job purpose

To work as part of the Highlands College management team to promote a comprehensive promotional, marketing and communications service for the College, effectively utilising owned, earned and paid for media across all college sub-brands. This includes the production of all College advertising, digital activity and printed collateral, to raise the profile of the College and ensure it maintains a competitive presence in the marketplace.

The College has 4500 total annual student enrolments. Marketing and communications have a significant impact upon income generation which represents 27% of the College's total budget. The College has 5 main sub-brands of educational offerings for the island of Jersey. These are University College Jersey, 6th Form, Apprenticeships, Professional Centre Studies and Adult and Community Education.

The post will oversee liaison and relationship management with all key stakeholders, including the media; the public; the College's educational partners; employers; parents; UK universities and students.

The post will be responsible for driving the College's digital strategy and producing digital content across all owned and paid for digital platforms.

The role is also responsible for supporting and improving internal communication throughout the organisation.

They are expected to use their experience of a range of communications techniques and strong communications and project management skills. They will be asked to utilise good influencing skills, excellent writing skills, and be able to develop strong relationships with stakeholders.

### Job specific outcomes

- To manage the creation, delivery and evaluation of communications strategies and campaigns to support Highland's College and the Government of Jersey's strategic priorities
- To encourage colleague participation in positive cultural change and drive engagement by college leaders in engaging employees across all platforms
- To contribute to the College leadership's planned objectives
- To communicate in plain and accessible language, using all necessary channels to reach target internal and external audiences

- To draft, edit and approve content for communication channels, project-manage publications and events, and work closely with their respective departments to encourage colleague engagement
- To liaise with external providers and work with corporate communications team to produce products that are engaging and informative. To maintain a close relationship with the Head of Communication for Children, Young People, Education and Skills on all major communication, including local and national media enquiries
- To will follow standardised processes and good practice and make sure that all communications and engagement activities reflect the corporate aims and objectives of the College
- To support the Business Development and Events Coordinator on the promotion of all College events, including Open Evening, the Festival of Celebration and award and graduation ceremonies
- To provide effective, accurate and often rapid communications advice to the College's Senior Leadership Team, Directors and Heads of Department on a daily basis
- To advise and manage long term communications projects that encourages public understanding of the College's opportunities and events
- To lead the cross-college Communication Group

### Statutory responsibilities

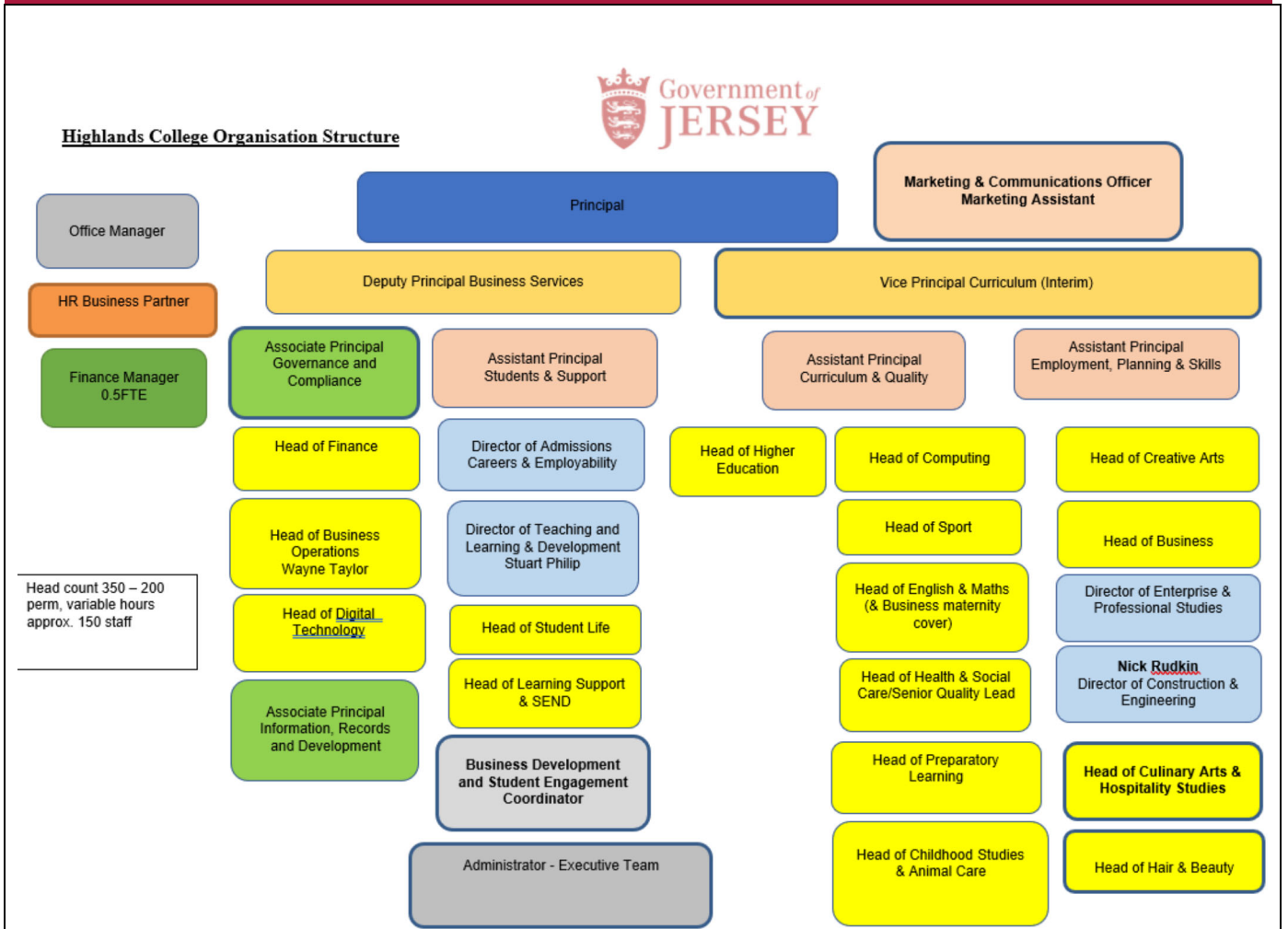
- Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.
- To be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at Work (Jersey) Law, 1989;
- To work in accordance with the Data Protection (Jersey) Law;

### Organisational structure

## One Government Departments



**Organisation chart**



## Person Specification

### Specific to the role

*Describe the knowledge, skills, experience, and qualifications required to perform the job to a satisfactory standard.*

*It is important to convey what the job requires, rather than what an individual might have, as these may be different. For example, you may have a postgraduate level qualification, however, an A' Level standard qualification is the requirement for the job.*

<b>ATTRIBUTES</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>Qualifications</b>	Degree in Marketing, media or communications related discipline	3 years' experience in marketing/communications role for public or private sector
<b>Knowledge</b>	Knowledge of project management processes  Knowledge of public sector communications  Knowledge of digital marketing	Experience in delivering change
<b>Technical / Work-based Skills</b>	Excellent written and oral communications skills  The ability to solve complex problems and build strong working and personal relationships across the College	Able to proofread
<b>General Skills/Attributes</b>	Ability to work to tight deadlines in a changing environment  Ability to plan employee/employer engagement events, media briefings, training sessions, workshops and meetings	Understanding of editorial processes of print and online media to make sure colleagues hear messages before news becomes 'public'.
<b>Experience</b>	At least five years' experience of working in the communication, PR or	An interest in government and experience of working in the public sector

	<p>journalism field, including a working knowledge of internal communication and engagement theories.</p> <p>Experience of writing for online media and hard copy publications.</p>	<p>Experience of helping to develop and deliver PR, media and marketing plans and strategies.</p>
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**Personal Attributes**

**Delete as appropriate:**

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 4 core accountabilities attributes and behaviour indicators.