

Job Description

Role Title: Digital & Marketing Team Lead	Pay Grade: 8 £30,257.00 - £33,070.00
Normal Place of Work: College Green and SBSA with travel to other campuses and external locations when required	Line Manager: Head of Marketing
Normal Working Hours: 37 hours per week	Responsible For: Marketing Officers Marketing Assistants and Marketing Apprentices

Purpose of Role

The Digital and Marketing Team Leader will work closely with the Head of Marketing to develop and implement a comprehensive digital marketing strategy that aligns with the college's overarching goals and objectives. The role is crucial in ensuring that the college's digital presence and marketing efforts support the achievement of ambitious enrolment targets and reflect the strategic vision of the college.

In addition, the role includes line management responsibility for Marketing Officers, Assistants, and Apprentices. These team members focus on content creation, digital marketing initiatives, and internal and external college events, ensuring that all marketing activities are cohesive, high-quality, and optimised to enhance the college's brand and attract prospective students.

Principal Accountabilities

Digital Marketing Development

Working with the Head of Marketing to create and implement a comprehensive digital marketing strategy that aligns with the college's overall goals, enrolment targets, and strategic vision. Continuously refine and optimise digital campaigns to ensure effectiveness and relevance.

Line Management Responsibility

Provide effective line management for a small team within the larger marketing department, fostering a collaborative, motivated, and high-performing team. Support their professional development, manage workload distribution, responsibility including appraisal/performance management, holiday booking & sickness monitoring.

Content Creation and Digital Output

Oversee and guide the team in developing compelling and consistent digital content across all platforms (social media, website, email, etc.) to engage prospective students and other stakeholders. Ensure content is aligned with brand guidelines and wider marketing objectives.

Event Management Oversight

Support the planning and promotion of all key college events, ensuring seamless coordination and marketing support for open days, recruitment events, and other key activities that contribute to the college's visibility and enrolment efforts.

Analytics and Performance Reporting

Track and analyse digital marketing performance metrics, providing regular reports to the Head of Marketing & Director of Marketing, Sales & Student Services. Use data-driven insights to refine marketing strategies, optimise campaign performance, and improve ROI across digital platforms.

Collaboration and Cross-functional Work

Work closely with internal departments and external partners to ensure integrated marketing efforts. Collaborate with admissions, academic teams, and external stakeholders to ensure the marketing and events reflects the college's goals and values.

Compliance and Best Practices

Ensure all digital marketing activities comply with relevant legislation, including GDPR and accessibility standards. Stay up-to-date with digital marketing trends, technologies, and best practices to ensure the college remains competitive in the education market.

Key Relationships

Team working is a key part of working in a college. These are the key teams and individuals you will work with in this role.

Curriculum Teams	Develop strong working relationships with lecturers, programme managers and heads of department ensuring an accurate representation of the college's offer and a focus on the college priorities.
External Stakeholders	Work closely with external partners, such as the college's web developers, to create relationships that deliver outstanding value and demonstrable results.
College staff across other departments.	Work with staff across all departments to provide an integrated college approach to cross-portfolio initiatives. Participate in meetings and discussions to represent marketing prospective and share information

There are some other things that we are all responsible for, whatever your role. These are;

- Being a champion and advocate for Equality and Diversity throughout College and behaving in a manner that displays British Values.
- To embed safeguarding into your / your teams working practices and escalating any safeguarding concerns immediately in line with the College's safeguarding policy. All new employees to the College are required to complete and obtain an enhanced DBS disclosure. Further information will be sent to all prospective colleagues as part of the application process.
- Embedding Health and Safety best practices and ensuring a safe working environment for everyone, according to the Health and Safety at Work Act.
- Modelling and promoting high expectations in and around the College
- To actively participate in your appraisal, contributing to a culture of self-reflection, wellbeing and professional growth
- To represent and promote the College internally and externally and act as an ambassador
- Promote the College's student first ethos by supporting at College open events to provide a quality experience for perspective students
- To engage in implementing changes and promoting innovation as this is actively encouraged
- To undertake other reasonable duties commensurate with the level of your post.

Person Specification

Shortlisting is completed by hiring managers against the Person Specification criteria. Please ensure you demonstrate in your application how you meet the Person Specification criteria outlined below to ensure your application has the best chance of success at shortlisting stage.

	Essential	Desirable
Qualifications		
GCSE at levels A - C including Maths and English or equivalent	x	
Professional Marketing Qualification – e.g. Chartered Institute of Marketing	x	
Degree or equivalent level qualification		x
A qualification in ICT or equivalent		x
Knowledge and Experience		
Experience in a digital marketing role	x	
Experience of line management		x
Experience of using analytical software (Google Analytics/Google Tag Manager/Insights) to produce detailed reports	x	
Experience of creating new websites and day to day content management.	x	
Experience of monitoring, managing and reporting on social media campaigns across all the major platforms.	x	
Experience of personally managing paid social media advertising campaigns.	x	
Experience of working in a busy office environment		x
Working effectively with stakeholders across a large and complex organisation		x
Experience of GDPR compliance	x	
Good working knowledge of standard IT packages e.g. Microsoft, web Content Management Systems, Adobe Creative Suite, email and e-newsletter software	x	
Skills and Abilities		
Excellent interpersonal and communication skills both written and verbal	x	
Excellent organisation skills including time management and prioritisation	x	
Ability to be adaptable and flexible, think creatively and learn new skills quickly	x	
Excellent analytical and problem-solving skills	x	
Exceptional attention to detail	x	
Ability to work at a fast pace	x	
Enthusiastic and highly proactive with the ability to work under own initiative	x	
Ability to build strong relationships with a wide variety of external and internal stakeholders	x	

Job Description and Person Specification

Ability to work reliably as part of a team in a sometimes-pressured environment	x	
Ability to manage a busy and varied workload to tight deadlines and communicate progress effectively to colleagues	x	
Able to abide by and demonstrate the college's values of: Boldness, Respect, Inclusion, Sustainability, Teamwork, Openness and Learning.	x	
Willingness to work evenings and occasional weekends when required	x	