



Job title:	Marketing Officer (Print and Physical Media)
Reports to:	Director/Registrar
Hours:	<ul style="list-style-type: none">• 40 hours per week Monday – Friday: 08:30 – 17:30• Occasional work at other times is required, for which time is given in lieu

Department Purpose

Queen Ethelburga's operates term-time academic courses for students aged 3 months to 19 years, in addition to a range of short courses and holiday clubs offered during school holiday periods. Facilities are also available for booking by external organisations.

The Admissions, Marketing and Student Engagement team is responsible for the recruitment and retention of UK and international students, for all programmes detailed above. It also takes responsibility for all marketing and mass communication, always making sure that marketing is demonstrably linked to both the needs of the organisation and the expectations of our UK and international markets. The team leads with ensuring that alumni and other relevant commercial organisations are fully engaged with life at Queen Ethelburga's, developing these networks for the benefit of all in the QE community. Finally, widening participation is a key focus of the organisation and the team is expected to work with relevant stakeholders, in order to support students from a wide range of backgrounds, so that they are able to benefit from the opportunities provided by Queen Ethelburga's.

The team works closely with the Corporate Strategic Team and the Collegiate Leadership Team in order to ensure the financial sustainability of the Collegiate from year to year.

This job description is written at a specific time and is subject to change as the demands of Queen Ethelburga's and the role develops. The role requires flexibility and adaptability and employees of Queen Ethelburga's need to be aware that they may be asked to perform tasks and be given responsibilities not detailed in this job description.

Duties and Responsibilities

The primary aspect of this role is to develop and deliver a coherent integrated print and physical marketing strategy which showcases all that Queen Ethelburga's has to offer and that results in measurable lead generation and conversion, at levels which support the continued sustainability of the organisation. The postholder will:

- Work closely with departments across Queen Ethelburga's to ensure the creation of high-quality, innovative content which can be distributed locally, nationally and internationally in print and physical form
- Create and maintain a print and physical communications plan and documentation audit cycle
- Gain market sector insight of all key QE markets in order to ensure narrative and key messages consistently meet the expectations of these markets
- Monitor and report on reach and impact of all print and physical media, for internal and external audiences
- Support the team, including all those with recruitment responsibilities, with print and physical campaigns for leads, registered students, alumni, potential commercial lets, and other stakeholders
- Support with delivering events as required
- Manage the accounts for any external agencies providing print or physical marketing and admissions services to Queen Ethelburga's, building relationships and tracking performance
- Take overall responsibility for the quality and production of all graphic design, ensuring where possible that work is completed in-house
- Work alongside the Digital Marketing Officer to ensure all campaigns are co-ordinated and coherent, whichever medium is used
- Ensure that the needs of the Student Recruitment/Post-Recruitment Officers, the Sales Representatives, and the Alumni and Widening Access Officer are met with events, activities and projects that they are required to run
- Monitor competitor activity and use this knowledge to support the Director/Registrar by providing regular summaries as to how to improve what we offer

Support for the Collegiate

- Be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to the appropriate person
- Ensure that the organisation's security and courtesy procedures are followed with regards to visitors
- Contribute to the overall ethos/work/aims of Queen Ethelburga's
- Participate in training as required
- Promote Queen Ethelburga's and its staff and students positively at all times

Benefits

- 33 days holiday, inclusive of Bank Holidays
- Free staff car park
- Free staff gym
- Annual free family summer barbecue
- Annual free black tie Christmas Ball for staff and a guest.
- Employee Assistance Programme
- We enroll all our employees in the Workplace Pension Scheme
- 10% discount in our Kindergarten
- Discount on school fees for staff children

The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the Collegiate's Child Protection Policy and Staff Code of Conduct at all times. If, in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the Collegiate s/he must report any concerns to the Collegiate's Designated Safeguarding Lead.