

Job Description

Job Title:	Marketing & Events Coordinator
Reports to:	Director of Engagement (DOF)
Location:	Oak Hill College, Southgate, London, with option for hybrid working
Appointment:	From September 2024 or as soon as possible thereafter
Salary:	£28,000 to £32,000 – depending on experience, with a generous matched pension scheme. We also have a life assurance scheme.
Hours:	Full Time – 37.5 hrs per week, 52 weeks per annum. Some overtime will be required in busy times of the year and for attending events, with time-off in lieu provided. You will be given 24 days holidays plus statutory bank holidays.

Purpose of the Role

The Marketing & Events Coordinator will work closely with the Director of Engagement to ensure the College is well represented in all external media platforms in order to enhance awareness of the College, engage new audiences and drive growth of student engagement. The Coordinator will also manage events and courses for external audiences.

Marketing, Publicity and Communications

1. Website Management

- a. Manage general enquiries from website and into our inboxes
- b. Review and update website content
- c. Manage the website relationship with our website host
- d. Coordination and resourcing of prayer points on the website and prayer app

2. Content production

- a. Work alongside the Director of Engagement to produce a variety of marketing content depending on skillset
- b. Work alongside the Director of Engagement to plan, write and design social media content
- c. Filming of basic video content as required
- d. Taking promotional photographs for website and social media
- e. Produce, film and edit podcasts, as well as management of the broadcast channels
- f. Manage the process of sending regular emails to various stakeholders

3. Marketing Administration and Materials

- a. Manage various communications and marketing inboxes acting as first point of enquiry
- b. Manage process of updating of marketing literature and materials and of stock control
- c. Administrative assistance in production of printed publications
- d. Communicate with print and digital suppliers regarding content and delivery schedules
- e. Coordinate project timeline tracking

Events and External Relationship Management

1. Events and CPD courses

- a. To work with various teams to coordinate and administer the delivery of external events and training courses including Summer Intensives and CPD
- b. To work with the Admissions Manager to deliver Open Mornings, Interview Days and any other events as required
- c. Attend exhibitions and festivals as required to showcase the offering of the College

2. Data and Account Management

- a. Involvement in the development of CRM systems for alumni and donor management
- b. Data analysis of our marketing performance and donor acquisition
- c. Maintenance of the mailing lists by processing requests to join, change, unsubscribe, including producing and preparing data for mailings, all adhering to GDPR regulations.
- d. Development and implementation of targeted and segmented messages in the format of email newsletters, mailings, appeals etc

3. Other

- a. Keep our internal communications platform updated for students and staff
- b. Work closely with the Acting Admissions Manager when additional support is required
- c. To undertake other duties which are broadly consistent with this role.

Occupational Requirement

There is an Occupational Requirement that the post-holder is a Christian. The Equality Act 2010 applies. The postholder will be in agreement with, hold to and live out the theological position, aims and objectives of the college. You may be required to sign the College's statement of faith.

Person Specification

The person appointed will have:

- High level of attention to detail and the ability to manage data and information accurately and systematically
- Excellent interpersonal skills – personable and the ability to build relationships
- Excellent time management skills to handle a variety of concurrent tasks and meet agreed deadlines
- First-class IT skills, including Microsoft Word, Excel and PowerPoint; familiarity with Gmail and some experience of using databases
- Proven ability to communicate effectively, verbally and in writing, especially in writing Christian content
- Experience in marketing and communications
- The right to work in the UK
- Full sympathy with the aims and ethos and values of the College

And ideally will have:

- Some video editing and photography skills
- Some knowledge of the workings of the Church of England and/or evangelical church networks and organisations
- Knowledge of the Higher Education Sector