

Job Description

Job Title:	Marketing and Communications Officer		
Department:	Marketing and Communications	Location:	Fort William
Grade:	£30,280 - £32,406, NSUP19-22		
Report To:	Head of Marketing and Communications		

Job Purpose:

Are you a passionate storyteller with a flair for campaign design and digital content? We're looking for a dynamic Marketing and Communications Officer to help us reach and connect with potential students in meaningful and memorable ways. The successful candidate will support the implementation of the organisation's communication and marketing strategy, with a focus on:

- + Coordinating, delivering and evaluating multi-channel marketing plans and campaigns that make an impact.
- + Creating engaging content for digital and social media that engages, informs and inspires.
- + Supporting engagement activities.

Previous experience with Adobe Creative Cloud - either in design or video – would be advantageous.

Context

The marketing and communications team needs to apply an agile approach to working to meet the needs of the organisation, which is spread over 19 campuses and centres across the North Highlands, West Highlands, Skye, and Outer Hebrides. Members of the team are required to perform multiple roles, including function-driven roles, campaign roles, and local roles, to fulfil the department's strategic objectives. The successful development and implementation of a marketing and communications strategy are crucial to the college's overall success, significantly impacting student enrolments, community engagement, reputation, and the long-term sustainability of the organisation.

Key accountabilities

The postholder will be accountable for:

- Contributing to the marketing and communications plan for UHI North, West and Hebrides and working collaboratively with team members to support the agile approach needed.
- Maintaining and enhancing the reputation and brand of UHI North, West and Hebrides, both within the organisation and externally in the wider community.
- Delivering operational activity based on strategic objectives in line with policies, procedures and best practice.
- Ensuring best use of budget to deliver the strategic objectives, ensuring value for money and maximum impact.
- Monitoring the performance of marketing and communication activity, conducting evaluation and implementing identified actions.
- Supporting an effective marketing and communications records management system.

- Ensure all marketing and communication activities are inclusive and promote accessibility, equality, and diversity.
- Developing collaborative links with internal colleagues and external partners, including UHI, Academic Partners.

Duties and responsibilities

The following duties and responsibilities are intended to give a broad indication of the variety of tasks the post holder may be asked to undertake. It should be noted that a job description is not an exhaustive list of activities, and staff may be asked to carry out other duties commensurate with the level of the post. The job description may also be amended to take account of changed circumstances, and staff will be consulted when this is necessary.

- General support, administration and delivery of marketing and communication activity.
- Support the development of marketing, student recruitment, and communication plans to target audiences, including prospective students, staff, alumni, businesses and other external stakeholders, based on strategic objectives.
- Coordinate and lead marketing and communication projects.
- Contribute to the creation of engaging content across all channel and platforms, including marketing material, internal and external communications.
- Copy-writing and creative storytelling using a variety of method including written text, audio, and video.
- Plan, develop, and create engaging content for various media platforms, liaising with local, regional, and national media to secure positive coverage and media opportunities.
- Ensure brand consistency across all marketing materials and communications.
- Assist with the development and use of all channels and platforms including website, intranet, social media, and customer relationship management database.
- Monitor, measure and evaluate the performance of marketing, communication and engagement activity.
- Conduct market research and stay updated with industry trends and tools.
- Support local engagement activities, including the organisation and delivery of events.
- Assist in tracking expenditure against the marketing and communications budget.
- Liaise with suppliers or service providers and assist with procurement.
- Develop positive relationship with internal and external stakeholders to support the college's marketing, internal and external communication plans.
- Work productively with colleagues within the marketing and communications team.
- To support the wider student recruitment, marketing and communication operational function of the team and provide local marketing and communication support, as required.

Terms and Conditions

This post is governed by Support Staff terms and conditions, which are subject to collective bargaining processes.

General

- Proactively contribute to own personal development and supporting the wider sustainability of UHI North, West and Hebrides;
- Contribute to UHI's climate, biodiversity, and sustainability goals, including net-zero by 2040;
- Ensure consistency and equality at all times and proactively engage in UHI North, West and Hebrides values of trust, integrity and excellence.
- Ensure the health and safety of self and others and compliance with safeguarding, data protection requirements and all college policies;
- Work collaboratively with colleagues to ensure a whole college focus and approach

Appendix: Personal Attributes Framework Leadership – Providing direction, inspiration and encouragement to others

- Acts with confidence guiding the activities of colleagues, students and/or visitors
- Demonstrates a positive attitude to new ways of working and when faced with difficult situations
- Understands importance of having a strong sense of purpose and common goal
- Understands how own role contributes towards meeting organisational goals
- Takes responsibility and is accountable for own actions
- Is able to objectively assess own strengths and limitations
- Delivers a friendly and professional service to learners, customers and staff
- Reflects positively on feedback and responds proactively
- Ensures colleagues and line managers are kept informed of activities
- Listens effectively and shows empathy to others' needs and feelings

Teamworking/Communication – Working with others in a constructive and supportive way to achieve goals and manage change.

- Gives guidance and support to colleagues when it is needed.
- Asks for and accepts help when needed.
- Readily shares information, knowledge and expertise within own teams and across teams.
- Establishes effective working relationships inside and outside the college.
- Is polite, tolerant and patient, treating all with dignity and respect.
- Helps others to learn through encouragement and feedback.
- Works collaboratively with team and other functions to achieve a successful outcome.
- Listens to and respects others' views and opinions.

Performance – Managing performance of teams across the college and creating development opportunities

- Seeks ways to improve own learning and self-development
- Takes responsibility for managing own time and area of work.
- Seeks clarity when uncertain about information/instruction.
- Prioritises workload and is able to deal with changing requirements.
- Takes personal responsibility to ensure continuous professional development of skills and knowledge.
- Seeks and analyses feedback and takes positive action.
- Keeps customers updated on progress
- Aims to deliver agreed targets to timescale

- Manages customer expectations diplomatically and tactfully
- Pursues service excellence in line with college vision, commitments and standards
- Takes responsibility for following through on customer enquiries
- Supports and promotes a customer focused culture.

Person Specification

Criteria	Essential	Desirable
Qualifications	Up to HNC/D or equivalent professional experience in a relevant subject such as marketing, business, communications or public relations.	
Experience	- At least one year's experience working in a busy marketing/communication environment - Experience of delivering successful marketing and communication campaigns. - Excellent IT skills, proven experience of using Microsoft Office suite incl Word, Adobe Creative, PowerPoint. - Experience of website content updates - Experience of social media packages and their uses for marketing purposes	Experience of working in a Gaelic bilingual environment
Knowledge & Skills	- Good organisational /office management - skills - Highly proficient in use of IT applications - Ability to deal with rapidly changing priorities and meet tight deadlines - Ability to communicate well across the college and with external parties - Ability to work independently and as part of a team	
Personal Qualities*	- Positive and outgoing - Flexibility in order to meet deadlines - Self-motivated - Can work well within a team - Calm and mature approach - Confidentiality - Ability to act as ambassador for the College in high level external contexts - Also: see personal attributes framework	

Other	• Commitment and ability to undertake and/or continue professional development in a relevant discipline • Clean driving licence • Be willing to work flexible hours when necessary to meet requirements of the post • Be willing to regularly travel on College business, between centres, UHI and within Scotland • Satisfy appropriate Disclosure Scotland checks	
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*Please note that the personal qualities, whilst desirable, will not be considered when shortlisting in line with the essential criteria for the role.

KEY TERMS AND CONDITIONS OF EMPLOYMENT

Hours of Work	This post is for 35 hours per week but you may be required to work additional hours to meet service requirements. The normal full-time working week is one of 35 hours.
Duration	This a full-time, permanent post.
Salary	The salary for this post is on Support Scale Point NSUP19-22, (£30,280 - £32,403 per annum) pro-rata
Holidays	33 days in a full year plus 12 public/general holidays, pro-rata for part-time workers.
Location	The position will be based primarily at our Fort William Campus, but you may be required to work in any campus of UHI North, West and Hebrides.
Pension	You will be contractually enrolled into the Local Government Superannuation Scheme. Further details are available upon appointment.
References/ Medical Assessment/ PVG Check	For external candidates' appointment will be subject to references and a PVG check, which will be taken up after an offer has been made.

UHI North, West and Hebrides, an equal opportunities employer, is a registered charity which exists to provide Further and Higher education.

