



**Richmond upon  
Thames College**

## **JOB DESCRIPTION & CANDIDATE SPECIFICATION**

<b>POST</b>	Marketing Administrator
<b>DEPARTMENT</b>	Marketing and Schools Liaison
<b>SALARY</b>	Scale 4: £20,637-£22,776
<b>HOURS</b>	Full time - 36 hours per week
<b>RESPONSIBLE TO</b>	Head of Marketing

### **THE DEPARTMENT**

The Marketing Department's mission is to facilitate the College's student recruitment process by creating and maintaining a positive image of Richmond upon Thames College within the wider community through effective and proactive marketing communications. It aims to provide quality information and offer the college value for money.

The department seeks to market the College and its curriculum offer in an honest, friendly and professional way and assist other departments in achieving their marketing goals. It endeavours to treat everyone who uses its services fairly and equally.

### **JOB PURPOSE**

The postholder will be responsible for providing number of administrative tasks supporting all team members and the Schools Liaison Officer in the effective delivery of the marketing and school's liaison provision

The role will also involve ownership and delivery of specific administrative functions that need to be organised, monitored and co-ordinated to ensure successful achievement.

The postholder will act as a key point of contact with a welcoming, professional and helpful demeanour. The postholder will be required to establish good working relationships with all employees and managers, whilst being sensitive to and maintaining confidentiality at all times.

The postholder will need to be flexible in covering other aspects of marketing work as required.

### **MAIN DUTIES AND RESPONSIBILITIES**

The precise nature of duties and responsibilities may be varied from time to time to meet changing circumstances of the team but will include;

- To provide and manage high quality administrative support for the Marketing Department and the Schools Liaison Officer, having regard to the key roles of the team; prioritise tasks to meet student, staff and College needs ensuring the smooth administrative running of the area.
- Contribute to the development of administrative systems and processes that supports improvement of an efficient marketing and schools liaison service.
- To contribute to any other ad-hoc administrative tasks arising within the department as required and to support any of the marketing team and Schools Liaison Officer at peak times
- To undertake general administration duties including filing, scanning and photocopying
- To assist in delivering the Marketing and Communications strategy

- To act as the first point of contact for all marketing enquiries, ensuring that all information is forwarded to the relevant contacts.
- To undertake word processing, database and spreadsheet production and prepare a range of reports using College systems.
- To be responsible for dealing with and resolving a wide range of internal and external customers' queries in a timely and professional manner.
- To draft letters/emails and correspondence to internal and external stakeholders regarding marketing activities to support members of the marketing department and the Schools Liaison Officer.
- To help with sourcing of marketing items and stationery eg pens etc and organise and administer ordering and payment of resources using the College procurement system.
- To arrange and attend meetings, prepare and circulate documentation and take minutes as required.
- To undertake reception duties, answering telephone and face to face enquiries, greeting and signing in visitors.
- To take part in key College events, such as Enrolment, careers events, Open Days and Evenings when required – this may include some Saturday and evening activities.
- To conduct learner telephone/email surveys and collate and report the responses.
- To provide a wide range of administrative support to the Marketing department and the Schools Liaison Officer, in particular, identified key support tasks, processes and priorities eg updating schools information and database, printing and producing marketing materials for display stands and noticeboards.
- To provide administrative support to members of the marketing department in the planning, preparation and holding of internal and external College events, eg open events, enrolment, parents evenings, careers events, etc and liaising as appropriate with Curriculum and Support managers and staff.
- To update noticeboards/display information in all campus buildings on a regular basis and ensure key messages are promoted across the college campus in a timely manner
- To use initiative and judgment to identify and resolve routine problems independently, knowing when to seek advice from senior colleagues.
- To provide a high standard of customer care and service to all customers (internal and external) in line with college standards.
- To maintain confidentiality at all times in respect of department-related matters and to prevent disclosure of confidential and sensitive information.

#### **GENERAL DUTIES**

- To participate fully in Staff Appraisal according to the College requirements and undertake training as required.
- To keep up-to-date with Quality Improvement initiatives and to be aware of, and meet, service standards for the department.
- To propose any ideas that may help to promote and extend the College's reputation and efficient running of the College.

- To undertake all duties and responsibilities in accordance with College policies inclusive of Equal Opportunities, Data Protection, Child and Vulnerable Adult protection, Quality and Financial regulations. To report any concerns to the appropriate person.
- To work safely, consider the safety of others and work within the guidelines stated in the College Health and Safety Policy.
- To be available to assist in enrolment procedures - this may require additional hours including evenings and weekends, for example during the Autumn Term.
- To work flexibly - this may include evenings, open days, parents' evenings and possibly weekends.
- To undertake any other duties commensurate with your level of responsibility as may be required by the College Leadership Team or a member of the College Management Team, in order to ensure the efficient functioning of the College.

#### EXPECTATIONS FOR ALL STAFF

All members of staff at the College are expected to be:

- **Responsive & Adaptive**  
Responsive to change, creating new opportunities for meeting new challenges
- **Creative, imaginative and entrepreneurial**  
Innovators and commercially aware
- **Collaborative**  
Promote 'team-ship' through collaboration and taking pride in their work and the College
- **Passionate professionals**  
Role models committed to continually improving themselves and ultimately the experience and success of our students
- **Accountable**  
Understand the impact of (and take responsibility for) their actions upon College stakeholders

#### PERSON SPECIFICATION

The successful candidate will fulfill the following essential requirements, and will also ideally hold the desirable attributes.

This person specification will be used in shortlisting and in interviewing to select the best candidate. You are therefore advised to address each aspect of the person specification in your written application.

AF–Application Form    I–Interview    PE –Practical Exercise(s)

	Desirable	Essential	Assessed by
<b>Knowledge</b>			
1. To have a knowledge of and commitment to the principles of Equality and Diversity, GDPR, Safeguarding, Health & Safety	✓		I
2. To have an understanding of good administration practice	✓		AF / I
<b>Abilities/Skills/Experience</b>			
3. Previous administrative experience		✓	AF/I

4. Have experience of providing exemplary customer service to both internal and external customers	✓	✓	AF/I
5. To have the ability to communicate effectively (orally and in writing) with all		✓	I/PE
6. Have initiative and ability to prioritise one's own work		✓	AF/I/PE
7. Knowledge and experience of using IT packages (essential)		✓	AF/PE
8. To be highly organised, create robust and efficient monitoring systems, and work to tight deadlines		✓	AF/I
9. To be a flexible 'team-worker' prepared to support all marketing and schools liaison functions		✓	I
10. Able to take and produce meeting minutes	✓		I
<b>Qualifications and further professional development</b>			
11. Qualified to Level 2 equivalent or above		✓	AF
12. Level 2 or above in English and Maths		✓	AF

#### CONDITIONS OF SERVICE

Annual leave entitlement is 29 days per year, rising to 32 days per year after 5 years' service, plus 3 days for planned closures of the College, and Bank/Public holidays normally observed in England and Wales.

The appointment will be subject to suitable references, medical clearance, enhanced disclosure from the Disclosure and Barring Service (DBS), evidence of eligibility to work in the UK and evidence of qualifications.

All of the above checks must have been completed **before** the start of the employment. Confirmation of appointment is subject to the satisfactory completion of a six month probationary period.

This job description/candidate specification is subject to periodic review.