

## **Job Description**

<b>JOB TITLE:</b>	Marketing and School Coordinator
<b>RESPONSIBLE TO:</b>	Marketing & Communication Manager
<b>JOB PURPOSE:</b>	To provide proactive engagement with all aspects of the promotional service for marketing and engagement with Schools partnership working to support the College Strategic and Operational objectives.

## **DUTIES AND RESPONSIBILITIES**

### **Curriculum and Quality Enhancement specific activity**

- 1 To provide proactive engagement with all aspects of the promotional service for marketing and engagement with Schools partnership working to support the College Strategic and Operational objectives.
- 2 To support the planning and organisation of college internal and external promotional and awards events, including open evenings, roadshows, graduation and awards ceremonies.
- 3 To maintain and update the College website and social media channels, liaising with internal and external colleagues in support of this. Updating the College's information on partner websites as required.
- 4 To produce a quarterly College newsletter, producing original copy and sourcing contributions from across the College and help support a continuous stream of newsworthy items showcasing the breadth and quality of college activities across digital and traditional media.
- 5 To produce internal and external communication and promotional materials, providing administrative support to facilitate the schools provision and marketing as required.
- 6 To undertake the effective delivery of engagement for Schools and SDS Careers Service which will promote the College brand and attract students to the College including promoting the College brand at external school/careers events, providing engagement for to attract new students across the College's portfolio of programmes.
- 7 To provide comprehensive course information to school leavers, enquirers, applicants, enrolled students and graduates, visitors and service users, including delivering PowerPoint presentations for the school provision at recruitment and information events.
- 8 To liaise with community, local and national media to ensure a high level of coverage for the College.
- 9 To update marketing records and databases, logging information regularly and accurately.

- 10 To assist in the planning, organisation, production and delivery of the College's marketing activities including promotional materials, publications and advertisements.
- 11 To update marketing and Schools records and databases, logging information regularly and accurately.
- 12 To provide general support for the work of the Marketing & Communication team as required.
- 13 This role requires a degree of flexibility in working hours to effectively meet the needs of stakeholders.

## GENERIC

- 14 To facilitate and participate in professional development planning.
- 15 To work collaboratively with staff within the College.
- 16 To contribute effectively to development planning processes.
- 17 To adhere to all health and safety requirements and college policies.
- 18 To carry out any other duties that may be reasonably requested by the line manager.

## WHO WE ARE

### ***Vision***

South Lanarkshire College is a further and higher education institution with a mission to create social and economic value for individuals, businesses and communities through learning, with a clear vision;

*"To inspire and transform lives through inclusive, innovative and sustainable education."*

### ***Mission***

South Lanarkshire College has a clear mission to,

*"Deliver excellence in skills-based education to the workforce of the future creating social and economic value for individuals, businesses and the communities we serve through first-class teaching, learning and support."*

This mission gives us a real sense of purpose. We exist because of our expertise in learning and teaching.



## VALUES

The College's values are vital in our collective ability to achieve continued success, and they define

how we work together as Team SLC.

- **Togetherness:** visionary and transparent leadership, common purposeful goals and build on values.
- **Connectedness:** meaningful participation in decision-making, a listening organisation and developing collaboration.
- **Recognition:** culture of values-based recognition, celebration of individual and team contributions and effective, frequent praise.
- **Enablement:** providing valuable feedback, developing manager effectiveness and individualised training and development.
- **Motivating work:** autonomous working, learning organisation and meaningful work.

*This job description is not intended to detail all tasks undertaken, but simply highlight a number of major tasks of the post. The postholder may be required to undertake additional duties which might reasonably be expected and which form part of the function of the post.*

*This job may be amended in future to reflect the changing duties of the post.*

**Date created: December 2024**