**JOB SPECIFICATION**

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| **MYERSCOUGH AND PROUD** |
| At Myerscough College and University Centre we have a nationally and internationally recognised Further Education, Higher Education, Adult Education and Apprenticeship provision. The Further Education provision is well established, the Higher Education provision has a well-recognised partnership with UCLan and the apprenticeship provision is operational nationally. We offer a rewarding and enjoyable working environment, where colleagues are inspired to make a positive difference to the educational experience and employability of our students. We are one of the top five largest land-based and sports colleges in the UK. |

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| **JOB TITLE** | **AREA OF WORK** |
| Website Editor and Digital Marketing Officer | Marketing |
| **SALARY** | **BENEFITS** |
| £23,318 - £26,807 per annum, relating to qualifications and experience | Local Government Pension Scheme  26 days holiday rising to 31 days following 5 years’ service plus Bank Holidays to include up to 5 days to be taken between Christmas and New Year at direction of the Principal |
| **LINE MANAGER(S)** | **LINE MANAGER FOR** |
| Director of Marketing | N/A |
| **KEY TASKS AND RESPONSIBILITIES** | |
| To work with the current external web developer, to explore an updated Umbraco hosting platform; to further develop the functionality of the Myerscough College and University Centre Myerscough websites.  To manage and maintain the content of the websites; to provide an appealing, accurate and informative text and visual environment.  To undertake copy-writing and digital marketing activity; including social networking, traffic monitoring, user engagement, e-communications, digital advertising and search engine optimisation.  To demonstrate creative thinking and flair; working closely with marketing and media colleagues to develop initiatives, projects, events and activities to ‘add value’, maximise exposure and enhance student recruitment.  To work with a variety of partners; to ensure consistency of message, branding, timeliness and content, across a range of external channels. | |
| **DUTIES** | |
| **Short term**  Work in collaboration with College staff and the current external web developer on potentially updating the Umbraco hosting platform for the Myerscough College and University Centre Myerscough websites.  Establish digital promotions for forthcoming promotional and recruitment events.  Audit, benchmark and report current site usage, digital promotions, social media campaigns and impact, with a view to developing future plans. | |
| **Medium and long term**  Create new web pages and content using an Umbraco based content management system (CMS) and manage page layouts.  Check and approve submitted content updates from teaching and support staff and liaise with these staff prior to publishing to the live sites.  Develop online marketing campaigns using a range of media techniques and technologies that are currently available and those which may emerge in future.  Deliver new, innovative ways of presenting content and increase customer engagement and loyalty.  Liaise with a variety of colleagues across the College to disseminate and plan digital promotional activity.  Liaise with colleagues at digital and creative agencies to support additional developments.  Create and edit multimedia and graphic content for use on the website, intranet and social media channels.  Plan, write and oversee promotional e-marketing campaigns to applicants and to potential applicants.  Undertake market research, competition monitoring and horizon scanning. Respond to focus groups and customer satisfaction survey feedback.  Review the performance of the website using the likes of Google Analytics / GA4, and make changes where necessary.  Develop means of measurement and reporting of website traffic, web performance and web-based promotions to demonstrate return on investment to key stakeholders.  Support the development of ‘new’ channels of digital communication within College.  Create, manage and monitor pay per click (PPC) and other internet advertising campaigns.  Act as the main contact for external colleagues for all digital promotion, ensuring that our offering and service reflects the needs of the College.  Participate in on-campus and off-campus promotional events. | |

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| **DUTIES** |
| You will be a role model and promote the College values:   * **Learning -**Our delivery will be high quality and innovative with students at the heart of decision making. * **People -**We will enable staff and students to fulfil their potential whilst promoting resilience, leadership, accountability and teamwork. * **Sustainability -**We will provide a happy, healthy, safe, supportive and sustainable environment in which to live, work and study. * **FREDIE** - We will advance **FREDIE**:  Fairness, respect, equality, diversity, inclusion, engagement in all we do. |
| Promote College sustainability policies and strategies by personal commitment and leading by example and complying with all quality and environmental standards and expectations. This includes active involvement in carbon reduction, embedding of carbon reduction practices (lights off, heating down etc.) and being vigilant in relation to the College’s approach to Reduce, Reuse and Recycle ethos.  Actively participate in the Annual Review and Development process in line with individual needs and College strategic plan priorities. Agree objectives with the Line Manager and ensure they are achieved.  Be responsible for promoting and safeguarding the welfare of children, young people and vulnerable adults at all times in line with the College’s own Safeguarding Policy and practices.  Be thoroughly aware of College Health and Safety policies and procedures, attend mandatory health and safety training appropriate to the role and ensure the full implementation of College policies, procedures across all areas of responsibility. Ensure that employees within line management are also compliant with the policies, procedures and training requirements including reporting and recording all accidents and near misses. |

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| **DUTIES** |
| Ensure full adherence to and implementation of the Data Protection Act 1998, the General Data Protection Regulations 25 May 2018 and the College Data Protection Policy and Procedure and ensure that employees within their responsibility.  Any other duties that may reasonably be required by Line Management and the Chief Executive & Principal. |

**Location of work**

You may be required to work at or from any building, location or premises of Myerscough College, and any other establishment where Myerscough College conducts its business.

**Variation to this Job Description**

This is a description of the job as it is at present, and is current at the date of issue.  The job description will be renewed and updated as necessary to ensure that appropriate revisions are incorporated, and that it relates to the job to be performed.  This process is conducted jointly with your Line Manager.  You are expected to participate fully in the review and, following discussion, to update your job description as is considered necessary or desirable.  It is our aim to reach agreement on reasonable changes.  However, if such agreement is not forthcoming, Management reserves the right to insist on changes after consultation with you.

**EMPLOYEE SPECIFICATION**

(PI) Post Interview

(A) Assessed via Application form ( I ) Assessed via Interview

(P) Assessed via Presentation in interview (T) Assessed via Test

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| **ESSENTIAL CRITERIA:** | **DESIRABLE CRITERIA:** |
| ***Personal Attributes*** | |
| Presentable and professional appearance (I)  Ability to work as part of a team (A/I)  Ability to work to quality standards (A/I)  Good command of the English language (A/I)  Appropriate level of physical and mental fitness (PI) |  |
| ***Attainments*** | |
| An HND or BSc/BA (Hons) degree in a relevant subject (eg Web Design, Multi Media or IT Development, Marketing or Communications) (A)  Experience of maintaining and developing websites (A/I/P)  Experience and success in undertaking digital marketing promotions and online advertising (A/I/P)  Experience of analysing site performance and undertaking site changes in response to that analysis (A/I/P)  GCSE, or equivalent, English & Maths grade C or above (A/I) | Postgraduate qualification or further professional web, marketing, IT or communication-related qualification (A)  Experience of using Umbraco as a content management system. (A/I)  Experience of using image manipulation software - eg Photoshop/Illustrator. (A/I)  Relevant knowledge of sectors within the land-based and sports industries. (A/I)  Knowledge of (or experience of working in) Further Education or Higher Education |
| ***General Intelligence*** | |
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| ***Special Aptitudes*** | |
| Well-developed IT skills, conversant with all standard software appropriate for the tasks outlined in the job description (A/I)  Ability to advise staff on digital marketing initiatives and provide guidance to staff on improving site flows. (I/P)  Demonstrable ability to write well-crafted and targeted copy in English, with varying tones of voice for different audiences (A/I/P) |  |
| ***Interests*** | |
| Interest in Education and learning (A/I)  Broad general interest base (A/I) | Empathy with education (A/I) |
| ***Disposition*** | |
| Excellent interpersonal skills (I)  Approachable (I)  Person centred approach (I) |  |
| ***General*** | |
| An understanding of “safeguarding” and its importance within the College \* (A/I)  An understanding of health and safety requirements of a working environment (A/I)  An understanding of Fairness, Respect, Equality, Diversity, Inclusion and Engagement (FREDIE) issues within an educational context (A/I) |  |
| ***Circumstances*** | |
| Willing to apply for Disclosure & Barring Service clearance at Enhanced level (important – further information below).  (A/I)  Ability and willingness to work flexibly (I)  Possess a current driving licence or willing to travel as required by other means (A/I) |  |

\*Interviews will explore issues relating to safeguarding and promoting the welfare of children, including motivation to work with and ability to form and maintain appropriate relationships and personal boundaries with children and young people together with emotional resilience in working with challenging behaviours and attitudes to use of authority and maintaining discipline.

**TERMS AND CONDITIONS**

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| **JOB TITLE** | **AREA OF WORK** |
| Website Editor and Digital Marketing Officer | Marketing Department |
| **SALARY** | HOURS OF WORK |
| £23,318 to £26,807 per annum,  relating to qualifications and experience | 37 hours per week |
| ANNUAL LEAVE ENTITLEMENT | PENSION |
| 26 days holiday, rising to 31 days following 5 years’ service plus Bank Holidays to include up to 5 days to be taken between Christmas and New Year at direction of the Principal | Local Government Pension Scheme  Employee Contribution Rate (as at 1 April 2022)  (based on actual NOT FTE)  Contribution rate %  Up to £15,000 5.5%  £15,001 to £23,600 5.8%  £23,601 to £38,300 6.5%  £38,301 to £48,500 6.8%  £48,501 to £67,900 8.5%  £67,901 to £96,200 9.9%  £96,201 to £113,400 10.5%  £113,401 to £170,100 11.4%  £170,101 or more 12.5%  17.4% Employer  You will automatically become a member of the LGPS |
| PROBATIONARY PERIOD | DRESS CODE |
| A probationary period of nine months applies to new entrants to the College | All post holders are expected to be of a professional and presentable appearance |
| REFERENCES / MEDICAL CLEARANCE / DISCLOSURE | |
| The appointment is subject to the receipt of satisfactory references, medical clearance and Disclosure & Barring Service check/ISA (if applicable).  Occupational Sick pay is not paid during the first four months of service and thereafter is subject to the College’s Sick Pay Scheme  Should your application be successful you will be sent further details via email from eSafeguarding. They are the Registered Umbrella Body we have chosen to complete the Disclosure and Barring Service (DBS) process on your behalf.  Please note that all new employees of the College will be required to pay for their DBS check via eSafeguarding at the time of application (at present £38.00 for an enhanced level check). | |

**DBS UPDATE SERVICE**

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| The Disclosure and Barring Service (DBS) update service lets applicants keep their DBS certificates up to date online and allows employers to check a certificate online. | |
| BENEFITS TO YOU | **HOW TO REGISTER** |
| * Saves you time and money * One DBS certificate may be all you will ever need * Take your DBS certificate from role to role within the same workforce * You are in control of your DBS certificate * Get ahead of the rest and apply for jobs DBS pre checked | You can [register online](https://secure.crbonline.gov.uk/crsc/subscriber) as soon as you have your application reference number. You can ask for the number when you apply for your DBS check.  Or you can wait and [register](https://secure.crbonline.gov.uk/crsc/subscriber) with your certificate number when you receive your DBS certificate. **If so, you must do so within 30 days of the certificate being issued.**  To check the progress of your DBS certificate use the [DBS tracking service.](https://secure.crbonline.gov.uk/enquiry/enquirySearch.do)  **Registration lasts for 1 year and costs £13 per year (payable by debit or credit card only).**  You’ll get an ID number with your registration that you need to log on to the service. Make sure you write it down. |
| WHAT YOU GET | |
| When you join, you’ll get an online account that lets you:   * Take your certificate from one job to the next * Give employers permission to check your certificate online, and see who has checked it * Add or remove a certificate | |