

JOB SPECIFICATION: MARKETING & EVENTS CO-ORDINATOR

Job Title: Marketing & Events Co-ordinator

Reports to: Principal

Terms of Contract: 5 days a week, 37.5 hours, full year

Pay Scale: £27,000 -£29,000

Location: The college has two bases in Headingley, Leeds.

The job description below is not exhaustive, and it is expected that the postholder will undertake additional duties on occasion, within their capabilities.

Job Purpose

To lead and develop marketing and communications activities within Lighthouse Futures Trust, as well as managing the internal and external events programme .

Principle Responsibilities

Marketing

Regular updating of the website using WordPress, including refreshing content, updating news and events pages and maximising SEO.

Design, delivery and content creation for college social media including Facebook, Bluesky, YouTube and Instagram accounts.

Develop use of LinkedIn.

Support staff to use social media to promote the college and its activities.

Design and implement ongoing promotional campaign to recruit students to all programmes.

Prepare and distribute regular external newsletter(s).

Film and produce short and engaging content for use online and at promotional events. Support production of films, talking heads and podcasts.

Commented [SD1]: Support production of films, talking heads and podcasts.

Design and produce marketing materials as and when required to promote the charity's key programmes and events to include promotional materials, placement brochures and intern handbooks.

Be the brand champion for Lighthouse Futures Trust in terms of ensuring consistency in design and messaging across all collateral and on college and employer sites.

Create and share case studies showing various aspects of college life including the different programmes and activities, as well as individual interns.

Support the project and expedition work undertaken by the pre-interns in terms of providing advice and coaching on marketing.

Develop relationships with key local and regional media outlets and ensure that regular news stories are shared, with a view to gaining coverage on radio, printed media and TV.

Events

Design and manage key events to promote the College including on-site Open Days, arranging and attending various school and city-wide careers fairs across the city and other promotional activities. Further develop relationships with feeder provisions.

Co-ordinate engagement activity (including taster days) with potential feeder schools, colleges, third sector organisations and other providers, to help create pathways to college, as part of the student recruitment campaign.

Co-ordinate design and delivery of Student Induction week, including promotion of all extra-curricular activities (through Freshers Fair).

Co-ordinate graduation ceremonies and other events to celebrate success throughout the year. Co-ordination and attendance at supported internship reverse job fairs.

Support delivery of the Leeds Inclusive Employers Network (LIEN) including organising quarterly events; sourcing & briefing speakers; inviting delegates and monitoring responses; co-ordination on the day; and follow-up support.

General Lighthouse Futures Trust Responsibilities for All Staff

Contribute towards building and developing a positive culture and ethos within the college including positive team working and collaboration amongst staff.

Act with honesty and integrity and uphold the core values of the college.

Maintain high standards in attendance and punctuality with good personal time management.

Ensure that all relevant policies and procedures are always followed including (but not exclusively) Safeguarding, Health and Safety, Prevent and Equal Opportunities.

Take opportunities to continuously learn and grow with a willingness to attend and participate in relevant meetings/professional development opportunities as appropriate.

Be flexible and work according to needs, performing any reasonable duties as requested by the CEO/Line Manager which may involve assisting other areas which are commensurate with the grading of the post.

Ensure all aspects of your work are done to the highest standards.

	Essential	Desirable
Qualifications	A good standard of general education to min GCSE level or equivalent	
Experience	Designing & delivering social media campaigns including Facebook, Twitter, Instagram and Linked In Updating website and making use of SEO and other techniques to increase traffic Running inclusive, engaging and effective events, tailored to meet the needs of the different audiences	WordPress experience Working with young adults, aged 16-25, with support needs Liaising with press (printed, radio, TV)
Skills and Knowledge	Excellent written communication skills with prior experience of writing engaging copy Good eye for design and how to produce printed marketing material that is accessible and effective Good attention to detail and ability to record accurate information on a variety of platforms - spreadsheets, databases Ability to use Microsoft Office software, email and internet Ability to communicate effectively and appropriately in written and verbal form with students, parents/carers, employers and other stakeholders A commitment to safeguarding, health and safety, data protection and equal opportunities	Running clubs or groups that focus on extra-curricular activities Offering engagement activities that encourage people to share their views and/or participate in group discussions

Personal Qualities	Confident in speaking with people from a range of backgrounds. High levels of resilience and ability to remain calm under pressure To be punctual, meet the standards of attendance required and be good at timekeeping Work well independently as well as being a good team player	
--------------------	---	--