

#TRANSFORMINGLIVES

Recruitment Pack

Head of Communications



Welcome and thank you for accessing this recruitment information pack.

Hartlepool College of Further Education is an exceptional college and we can trace our history back to 1849 – over 170 years. In this time the College has built up a reputation as one of the country's leading providers of vocational and technical education and this has afforded us the opportunity to deliver our mission – Excellence in further and higher education to transform students' lives.

Staff are aware of the College's history and that is incumbent on us, as the current custodians of the College, to do all we can to ensure the foundations are laid for the next 170 years – and beyond.

Times are exciting for the College with opportunities for further growth and development via the recent Further Education White Paper, announcements made in the March 2021 Budget and as the economy rebounds from the impact of coronavirus.

We moved into our current premises in 2011 and since this time investment has been made to ensure the facilities remain exceptional. This environment, which high on aspiration and a source of civic pride, helps us drive the high expectations we have of all our students. High expectations and standards of behaviour are also expected off all staff as the College embraces a culture of improvement, growth and development.

The College's curriculum is closely linked to the strategic economic priorities of the Tees Valley Combined Authority and North East Local Enterprise Partnership. We are proud of the work we do and feedback from students and employers is both a source of satisfaction and growth potential.

Thank you once again for visiting this site and in this recruitment pack you will find information related to:

- The job description and person specification.
- The College's approach to recruiting ex-offenders.
- Reasons to work at the College
- The College's mission, expectations and behaviours



Darren Hankey,
Principal and Chief Executive,
Hartlepool College of Further Education



Job Description:

- Post Title:** Head of Communications
- Reporting To:** Deputy Principal & Chief Executive
- Salary:** Up to £42,033.17 per annum
- Hours:** Full time preferred but part-time options can be discussed
- Holidays:** 37 days + bank holidays (FTE)

The Specific Nature of the Role

The successful post holder will be an innovative and proactive individual who will work closely with College leaders to support the College's growth by executing and embedding a refreshed marketing and communications strategy in line with the College's strategic aims.

This exciting role will oversee the ongoing management and continuous improvement of the new College website whilst overseeing the College's day-to-day marketing and communication operations and team; overseeing the College's social media channels and digital presence; implementing strong student engagement and profile-raising initiatives; and working closely with colleagues to promote a range of bespoke recruitment activities across College.

The post holder will support both internal and external stakeholders to gain positive exposure for the College as well as increasing student/customer engagement, turning head to diverse marketing activities and tailoring communications campaigns to varying audiences.

MAIN DUTIES AND RESPONSIBILITIES

- Day-to-day management and coordination of the College's communications and marketing operations activities, encompassing website content, internal staff and student portals, direct email comms, a range of social media profiles, video production, and monitoring/evaluation.
- Line management of two marketing coordinators and a marketing assistant, providing direction, task management, professional development, and supporting the team with versatile marketing tasks including graphic design, content production, and social media management.
- Accountable for accuracy and quality checking of all online and offline marketing materials, including proofreading, copywriting and editing, brand stewardship, and reputation management
- Be the first point of contact to innovatively lead, collate and disseminate information, via the appropriate channels, including the website, press releases, news stories, case studies, student profiles and social media.
- Proactively lead the promotion of College events and marketing activities, building strong working relationships with colleagues across the College to actively promote and enhance brand identity in a timely and professional manner.
- Build strong communication between schools, support departments and external stakeholders, including leading marketing meetings to share marketing performance and metrics, and seeking feedback to explore new ways to engage and identify new social networks to reach our diverse target audiences.
- Work closely with the Student Support team and wider college community to disseminate safeguarding, inclusion, wellbeing, and other non-academic information in a timely manner.

- Create and embed bespoke digital and print marketing campaigns and initiatives in collaboration with the Marketing team, focusing on evidence around local need to tailor content to target audiences and current trends – e.g. the PerkUp applicant discount scheme
- Work closely with the Designated Safeguarding Lead to uphold the College’s Social Media Policy and proactively mitigate online safety risk for staff and students
- Work closely with the Head of IT and Deputy Principal to embed the College’s Crisis Communications Plan and Cybersecurity Policy
- Lead the production, editing, and commissioning of video content for a variety of purposes including social media, events, and ad hoc campaigns
- Carry out research for key communications projects and produce regular reports highlighting the outcomes of digital activity, using online monitoring tools to track, analyse, develop and enhance the impact of marketing campaigns and ROI.
- Proactively share new ideas for design and content creation with staff on engaging and relevant social media content for their departmental social media platforms in line with the College’s overall marketing and communications strategy.
- Create, implement and enhance broader marketing campaigns using a range of platforms (e.g. Polser, HubSpot), in line with marketing and recruitment plans.
- Effectively utilise Search Engine Optimisation (SEO), Pay-Per-Click (PPC) and Google Analytics campaigns to increase the visibility of the College website and overall brand visibility.
- Oversee the publication of long content web news and press releases and with the team develop blogs; distribute releases to a managed list of journalistic contacts and manage any resulting press liaison, including managing and directing press calls as appropriate.
- Regularly review and update website content, collaborating with the wider Marketing and Student Support teams to develop website design and content.
- Stay up to date with best practice, new digital tools and applications, including carrying out training as required.
- Embrace the College’s RESPECT values and values associated with new ways of working.
- Promote and implement the policies of the corporation to ensure the efficient operation of its business and the welfare and interests of its students and employees commensurate with the grade of the post.
- To perform such duties consistent with the position as may be required by the Principal and Deputy Principal from time to time.



Person Specification

Post Title: Head of Communications

It is expected that the successful candidate will be able to meet the following criteria:

Criteria	Essential (E) or Desirable (D)	Where assessed
1. Fit in with the College's behaviour expectations and ethos.	E	i, ii and iii
2. Is qualified to Level 3 or equivalent in marketing, digital/IT or related field	E	i
3. Degree level or equivalent qualification in Marketing or relevant discipline	D	I
4. Excellent verbal and written communication skills including a high level of accuracy, attention to detail and proof-reading skills.	E	i, iii
5. Strong experience and knowledge in marketing and communications, including knowledge of the digital media landscape which underpins the delivery of marketing and communications services.	E	i, iii
6. Ability to create and implement strategies, policies, systems, frameworks, and operations which underpin the delivery of digital marketing services.	E	i, iii
7. Demonstrable experience of building collaborative working relationships, and the ability to communicate effectively to a wide variety of stakeholders.	E	i, iii
8. Demonstrable experience and success in building brand presence (online and offline).	E	i, iii
9. Excellent organisation skills, with the ability to manage people and multiple projects simultaneously.	E	i, iii
10. Display an innovative, creative flair when generating engaging and original content with an interest in digital and social media trends, updates and changes.	E	i, iii
11. Highly motivated, passionate and proactive team player, with experience of delivering engaging, persuasive presentations to stakeholders.	E	i, iii
12. Sound awareness of marketing and communications software/technologies, with the ability to identify and adapt to new digital marketing tools and platforms.	E	i, iii
13. Ability to work independently and as part of a team in a fast-paced environment.	E	i, iii

i – application form/letter (qualifications to be verified if successful)

ii – work-related activity

iii – interview