

September 2022

Dear Applicant,

Thank you for your interest in the post of **Digital Marketing Officer.**

The following documents will assist you in your application:

- Job Description and Person Specification
- Summary of Terms and Conditions for Support Staff
- Support Staff pay scale
- Application and Monitoring Form

The application pack is available to download from the vacancies section of the College website <http://www.godalming.ac.uk/about-us/vacancies> For other enquiries please contact the HR Department – [hr@godalming.ac.uk](mailto:hr@godalming.ac.uk)

The closing date for receipt of applications is **Wednesday 28<sup>th</sup> September 2022 at 9am.**

### **Completing your application**

Please complete the application form giving full details in each section as requested in order to demonstrate how you feel your skills and experience are suited to the role. This will enable us to assess each applicant's relative strengths against the criteria in the specification.

### **Returning your application**

Please return your application form as an e-mail as an attachment to [hr@godalming.ac.uk](mailto:hr@godalming.ac.uk). As part of the College's Safer Recruitment practices an application form must be completed. We are unable to accept CV's only.

### **Short-listing and interview arrangements**

Since we may not be able to respond to all applicants, if you have not been contacted by **Friday 30<sup>th</sup> September 2022** please assume that you have been unsuccessful. All applications are considered carefully and objectively against pre-determined criteria. Please feel free to contact us if you would like to enquire about the progress of your application. **We plan to hold interviews during w/c 3<sup>rd</sup> of October 2022 and will notify short-listed candidates as soon as we can after the closing date. Please confirm your availability during this week on your application form.**

Thank you for your interest in the College. I hope you will find the information useful and look forward to receiving your application.

Yours sincerely,



Emma Young  
Principal

## JOB DESCRIPTION

**Job Title:** Digital Marketing Officer  
**Line Manager:** Director of Marketing

### Summary of Job

To ensure the highest quality Digital Marketing material and analysis as part of the implementation of the College's Strategic Marketing plan. You will also assist the Marketing and Admissions Department in the smooth running of all its activity.

### Responsibilities

- To set up and optimise advertising campaigns using google ads console and similar channels to improve engagement
- To monitor trends and website usage using google analytics and provide meaningful reports for decision making and to inform the College marketing strategy
- To regularly maintain the SEO for the College website
- To set up, test and report on campaigns across social media including Facebook, Instagram, Twitter and LinkedIn to extend reach to potential students, influencers and stakeholders
- To keep records and regularly audit Departmental activity on social media
- To assist in the generation of content, including news articles, social media posts, blogs, podcasts and video
- To assist with the creation of high-quality marketing emails and newsletters and to fully optimise the content and delivery
- To assist with the creation of student and alumni profiles
- To assist with proof reading of all marketing communications
- To adhere to branding guidelines and College policy to safeguard the reputation of the College, ensuring consistency of voice and style
- To assist with preparation for all College promotional events
- To provide administrative support for the Marketing and Admissions Department as required

### Additional Responsibilities

- To be willing to work on occasional evenings to assist with College/School Liaison events
- To demonstrate an awareness and commitment to safeguarding, equality diversity and inclusion, health and safety and data protection, in line with College policies
- To do other tasks as reasonably requested by the Principal from time to time

*This job description may be varied according to the needs of the College from time to time.*

Last review date: September 2022  
Review carried out by: Principal and Director of Marketing

## PERSON SPECIFICATION FOR POST OF DIGITAL MARKETING OFFICER

The successful candidate will have the following essential qualifications, experiences, skills and qualities:

### Essential Qualifications

- Marketing qualification, e.g. degree in marketing or related communications field, CIM Diploma in Professional Digital Marketing or equivalent experience

### Essential Experience

- Experience or knowledge of digital marketing, developing content for website, social media, email, newsletters and paid media
- Experience or knowledge of testing and optimising campaigns and reporting on outcomes
- Experience or knowledge of using CMS and CRM systems
- Highly proficient in IT, Microsoft Office and design software such as the Adobe creative suite
- Experience of Search Engine Optimisation
- Experience in optimising landing pages and user channels
- Knowledge of website analytics tools (e.g. Google Analytics, WebTrends etc)

### Essential Personal Skills and Qualities

- Excellent interpersonal skills
- Excellent time management and organisational skills
- Ability to work to tight deadlines
- Demonstrate the ability to be proactive and creative
- Have a strong desire to understand customer needs/behaviour and optimise online the customer experience
- Flexible and adaptable
- Ability to work as part of a team
- Initiative and continuous desire to improve
- Strong attention to detail

### Desirable

- Experience of working in education or not for profit marketing

**OFFERS OF EMPLOYMENT**

All offers will be subject to the receipt of satisfactory references, enhanced DBS disclosure, medical report and proof of necessary qualifications. As the post is based in a Sixth Form College we have a responsibility to ensure that all staff are suitable to work in this environment and referees will be asked to confirm this.

**SALARY**

Salaries are paid in accordance with the Sixth Form College pay scale for Support Staff. The Corporation reviews salary scales against any cost of living increases on an annual basis, the changes being implemented from 1<sup>st</sup> September.

**WORKING HOURS**

The full-time working hours are 36.42 hours per week excluding lunch or other breaks. Starting and finishing times will be by agreement with your manager.

**HOLIDAY ENTITLEMENT**

Minimum of 22 days per year for full-time employees (Holiday Year 1<sup>st</sup> August -31<sup>st</sup> July) in addition to the College closure period between Christmas and New Year and public/bank holidays. Part-time employees are entitled to a proportionate number of days. Those working Term-Time only are expected to take leave within the College holiday periods. Salary calculations are based on a formula which takes holiday entitlement into account.

**PENSION**

Godalming College is an admitted body for membership of the Local Government Pension scheme which provides a full range of benefits. Full details are provided on appointment.

**STAFF DEVELOPMENT & TRAINING**

The College recognises the importance of the continued development of its staff and is committed to the support and promotion of staff development and training activities for all categories of staff.

**OTHER INFORMATION**

The College is within walking distance of Godalming town centre and the railway station. Godalming is readily accessed from the A3 and free car-parking is available to staff on the College campus. There is a Restaurant that provides a range of hot meals, salad bar and sandwiches. There is also a Snack Bar and mid-morning catering service available in the Staff Room. The gym with fitness training equipment is available for staff use between the hours of 8am – 5.30pm (when not being used for teaching purposes).

## Godalming College Support Staff Payscale Sep-21

*Additional Surrey Allowance on all points of £1092 per year*

Scale 1	18	18219
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Scale 2	19	18593
	20	19328

Scale 3	21	19735
	22	20138
	23	20791
	24	21529
	25	22275

Scale 4	25	22275
	26	23011
	27	23751
	28	24489

Scale 5	29	25204
	30	25919
	31	26762
	32	27597

Scale 6	33	28528
	34	29481
	35	30435
	36	31385

Senior Officer	37	32250
	38	33116
	39	33983
	40	34850
	41	35714

Management 1	42
	43
	44
	45
	46

Management 2	47
	48
	49
	50
	51

Management 3	52
	53
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Management 4	55
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Management 5	61
	62
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### Support Staff Salary Calculations

Salaries for term time only staff are calculated using a denominator of 1659 which is the nominal full time equivalent annual hours taking into account holiday entitlements.

Full time working hours are 36.42 per week.

### To calculate pro-rata payments

Hours x weeks x annual salary divided by 1659

Example: point 20 = £19,328 + £1,092 = £20,420

36.42 hours per week x 39 weeks per year = 1420

1420 x £20,420 divided by 1659 = £17,478.23 pa = £1,456.51 gross per month paid for 12 months

### Hourly rate calculation

Full time annual salary / 365 x 7 / 36.42