

Job Description



Job Title	Communications and Marketing Manager	Grade	Salary: £42,000-45,000 (fte)
Department	College Operations Matrix management approach- Line managed by Communications & Engagement Director; Dotted line to Head of Operations	Location	Godmersham, Kent & hybrid
Job Purpose			
Manage the day-to-day communications and marketing functions for ABDO College. This includes: 1. Developing and implementing clear and effective campaigns and communications for different target channels that increase awareness of ABDO College's purpose and academic reputation. 2. Developing and implementing student recruitment campaigns to deliver on recruitment targets. 3. Developing and implementing clear communications for our students, our employers and our key stakeholders. The role holder will act as a Communications Business Partner to the ABDO College Senior Leadership Team, will support the delivery of the organisation's strategic priorities, projects and programmes, and provide best practice advice and examples in crafting and delivering communications.			
Core Accountabilities			
• Support the growth of the profile and reach of ABDO College through integrated, multichannel communications activities. • Develop and implement external effective communication strategies that map and build stakeholder engagement and amplify our sector voice. • Analyse market trends and competitor activity to identify potential market opportunities. • Review, plan, manage and contribute to the production of communications material of the highest professional standard across a range of formats, ensuring consistent brand and corporate identity guidelines. • Manage all aspects of the day-to-day external communications function for ABDO College. • Map and manage the overall internal student communications approach during the full life cycle of the student journey, so timely and clear communications support students to achieve their potential on their programme.			

• Work in collaboration with programme leaders and other members of the team to drive continuous improvement initiatives, increase awareness and student engagement in the College. • Map and manage the overall communications approach with our employer stakeholders. • Manage the delivery of ABDO College's internal staff communications strategy in support of ABDO College's strategic goals and people priorities. • Oversee and manage the College website. • Oversee and manage the College's relationship with our corporate sponsors. • Manage the marketing approach for ABDO College, including leading on planning and delivery of sector events. • Contribute to the development and implementation of the stakeholder engagement strategy, including working with aligned areas such as ABDO Exams to ensure clarity and consistency in student understanding and experience. • Track and analyse the impact of campaigns and engagement via regular reporting against agreed KPIs and reports to key internal stakeholders. • Budget responsibility for the agreed marketing and communications budget. • Primary point of contact for day-to-day media enquiries.	
Experience, Knowledge and Skills	
• Educated to degree level in communications, journalism, public relations, marketing or relevant field, or similar experience. • Proven experience in a similar communications and/or marketing role in an educational setting (HE/FE), with a proven track record of delivery of plans and achievement of results. • Experience in the effective use of marketing tools and software and proven experience of developing and delivering impactful social media and website content • Strong knowledge of communication principles, practices and techniques. • Experience of fostering a collaborative approach to support a variety of teams and meet organisational needs with the ability to liaise with a wide range of internal and external stakeholders. • Proactive approach to identifying and solving challenges. • Excellent written and verbal communications skills, with proven ability to write compelling and effective copy for a variety of audiences and formats and outstanding attention to detail. • Excellent organisation skills, ability to work to deadlines and prioritise tasks effectively.	
Travel Required:	This will be a hybrid role based in Godmersham. Work is undertaken from College and from home, with some regular travel to Birmingham, and to elsewhere in the UK, for example, to attend sector and employer events. ABDO College is based in Godmersham near Canterbury in Kent, where it shares a number of services with ABDO. ABDO has an Education and Training Centre in Birmingham.