

Role Profile

Job Title: Marketing Executive
Department: Business Development
Responsible to: Head of Business Development

Main purpose of job:

The main purpose of the role is to support the promotion of Training 2000 as the provider of choice for technical and professional training and Apprenticeships in Lancashire and beyond. This will primarily be through written content copy, social media channels, events and a variety of marketing collateral that will require maintaining and updating. The post holder will be required to enforce and champion the Training 2000 Brand guidelines with a focus on 'tone of voice' and written content and communications.

You will be part of the Business Development team working closely with Creative Services on a daily basis. You will be responsible for linking with all areas of the business to ensure they are appropriately represented and promoted accordingly. This will include but not limited to; working with key areas including;

- Apprenticeships Recruitment
- Business Development
- Managers and Operational Managers

The post holder will also be required to provide effective line management to the School Liaison Officer.

Main Duties:

- Champion written content copy and marketing materials to ensure they comply with the brand guidelines and Company 'tone of voice'.
- Proof read all key Company written communications to ensure they comply with the brand guidelines and Company 'tone of voice'.
- To write suitable PR and communications which can be used for marketing purposes on a range of platforms including digital marketing, print, press releases, news, case studies and external articles.
- Responsible for delivering an effective and consistent social media presence (Twitter, Facebook, LinkedIn, Instagram, TikTok etc.). This includes posts and online advertising in order to promote a variety of vacancies, events, good news success stories, internal

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recruitment opportunities, commercial offer and support on other marketing campaigns.

- To manage and update the external website ensuring the content is accurate along with tracking SEO and Google Analytics.
- To plan, coordinate and run events for the business which will include open days, open evenings, employer engagement events, career advice days, schools involvement on site and virtual events. This also includes the set-up of event registration on platforms such as Eventbrite.
- To maintain and develop marketing literature in line with the business need for which will include but not be limited to flyers, posters, social media communications, course guides, website content, internal and external communications.
- To proactively lead marketing email campaigns including understanding the business requirements from stakeholders and promoting a variety of business initiatives to different audiences through email ensuring that we are compliant with GDPR during these campaigns.
- Create internal and external surveys and monitor responses.
- To create content for all platforms through gathering case studies, photo, videos and good news stories.
- To provide support to any organisational projects which require specialist advice, guidance and input from the department.
- Overseeing and populating the marketing expenditure tracker.
- Work closely with the UCLan Marketing, PR and Web teams to maintain professional relationships and brand continuity.
- Create, support and work towards a 12 month Marketing plan linked to Company-wide targets.
- Research and devise award entries and handle submission.
- Proof, edit and coordinate tenders and bids ready for submission.
- Plan and organise campaigns in line with key calendar events such as National Apprenticeship Week, Careers Week, International Women's Day, World Skills, Mental Health Awareness Week etc.
- Support with external suppliers to benchmark quotes and place orders for marketing materials.

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Training 2000

- To provide effective line management for the School Liaison Officer to manage school activity, site visits and careers fairs in line with the Gatsby Benchmark. Including approval of expenses, mileage, holidays etc.
- To demonstrate knowledge and compliance with regards to GDPR and all associated Data Protection legislation. This includes having due regard for any personal data that you may come into contact with in your role which includes learners/customers/staff, especially when using portable or personal devices (laptops and mobile phones) or when working remotely, in order to keep data secure and confidential.
- To undertake any other duties comparable with the role as requested by a member of the leadership team.

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Person Specification

Job Title: Marketing Executive

Department: Business Development

Responsible to: Head of Business Development

Criteria	Essential requirements	Desirable requirements
Knowledge & Qualifications	<ul style="list-style-type: none"> • A keen interest in developing within a Marketing department • Demonstrates knowledge of marketing strategies and how to use these in a business setting. • High level of English skills 	<ul style="list-style-type: none"> • Hold a degree in Marketing or another relevant subject • Management Qualification
Skills & Relevant Experience	<ul style="list-style-type: none"> • Demonstrates a high level of competency on Social Media platforms • Comfortable working across both print and digital platforms • Good people skills and ability to work independently & collaboratively • High levels of accuracy with meticulous attention to detail • A strong multi-tasker with the ability to prioritise workloads • Exceptional organisational abilities • The ability to ensure written copy is in line with brand guidelines and delivered on time • Ability to work effectively on own initiative and as part of a team • Excellent written and verbal communication and English skills • Excellent computer skills; use of MS PowerPoint, Word, Excel and Outlook, databases, CRM systems 	<ul style="list-style-type: none"> • A minimum of 2 years' marketing experience • Google Analytics and SEO experience • Strong analytical skills in order to analyse and interpret information and make recommendations for improved results • Solid project management skills

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Criteria	Essential requirements	Desirable requirements
	<ul style="list-style-type: none">• Excellent copywriting skills to get a brand's message across• Creativity to develop effective strategies and campaigns• Proficiency in relevant software programs, including word processing, database and data analysis applications	
Behaviours	<ul style="list-style-type: none">• Demonstrates highly effective engagement and communication skills in the handling and management of customer and applicants' enquiries.• Hardworking and adaptable to the needs of the department• Ability to be self-motivated and naturally take the lead.• Demonstrates open, honest and supportive behaviours which are in alignment with the Company's Core values.• Demonstrates strong positive customer focused behaviours which enable the development of strong customer relationships.• Demonstrate collaborative team based behaviours which promote and support highly effective team working across the department.• Demonstrate inquisitive and constructive challenging behaviours in identifying potential business opportunities and acting accordingly.• Demonstrate strong focussed behaviours in ensuring a healthy and safe working environment.	

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