



Job Description

Job Title	Marketing Officer
Department	Marketing
Reporting to:	Head of Marketing
Main Purpose of the role	
The primary purpose of this role is to promote the college's study programmes, brand and events through effective marketing, digital campaigns, and public relations strategies. The role focuses on enhancing the college's visibility, driving student recruitment, and fostering engagement with diverse audiences. By creating compelling content, managing online platforms, and organising impactful events, as part of the Marketing Team, this role plays a vital part in supporting the college's growth and reputation.	
Key Tasks / responsibilities:	
All tasks to be carried out in a Total Quality manner, consistent with the Corporations culture. • Work collaboratively within the marketing team to achieve student recruitment targets across full-time, part-time, apprenticeships and higher education programmes. • To manage digital marketing campaigns, liaising with marketing agencies and producing content, as well as managing the production of creative assets. • Evaluate digital campaigns, highlighting areas of success and areas of improvement • Plan, develop and implement PR and communications strategies through the use of various communication tools • Ensure that all communication, internal and external, are of an appropriately high standard and consistent with SGS College's brand and key messages • Build and maintain relationships with key staff across all SGS campuses. Develop and maintain necessary processes to support internal stories ensuring there is a clear media liaison channel and process. • Where relevant, interview staff/students/businesses and write news releases, articles, editorials, publications and other written communications pieces directed to external audiences and distribute to targeted media in-line with the PR and Communications strategy. • Lead on the Student Social Media Ambassador Scheme. Engaging and managing SGS learners to produce content for social media that reflects the wide range of activities happening throughout SGS • Engage and grow our active social media community across all channels especially Tiktok. Snapchat and LinkedIn	

• Develop and execute engaging content for social media considering different content forms depending on platform and target audience. • Day-to-day content planning, management, copywriting and upload/scheduling on Social Pilot • Manage and respond promptly to all messages and inquiries on the college's social media accounts to maintain a high standard of engagement. • Collaborate with the web team to monitor, update, and optimise the college website to ensure an exceptional user experience. • To be the first point of call for all media enquiries, responding to requests from journalists quickly and accurately, ensuring the maximisation of every opportunity • Build and maintain networks with media contacts • Write and edit case studies, promotional literature, web content, speeches and annual reports. • To undertake market research as necessary, to identify new promotional opportunities in order to provide topical press releases and new stories to raise awareness and support for SGS College • Manage the PR aspect of a potential crisis situation. • Organise events including press conferences, exhibitions, and press tours; Sourcing and managing speaking and sponsorship opportunities • To carry out such other duties as required that are commensurate with the grade of this position.
Key Interfaces
• SLT • Learning Area Manager • Regional and national press contacts • Advertising partners
Measurable Performance Standards
• Working with other members of the Marketing team, ensure that there is a growth in social media numbers and interactions as well as producing engaging and interesting content. • Impact of media coverage • Impact and results of digital marketing campaigns
Critical Competencies
• Excellent communication skills • Ability to convey complex messages simply • Organised • Excellent writing skills
Experience / Skills
• Excellent experience and skills gained in a communications/marketing/PR educational setting • Excellent social media knowledge and experience • Excellent experience and digital marketing skills • Excellent communication skills both verbal and written with an ability to interpret and present complex messages and information to diverse audiences at all levels • Experience of developing and implementing marketing comms and PR campaigns

• Highly developed interpersonal skills with experience of forming and maintaining high level networks with a range of stakeholders and an enhanced ability to network effectively • The ability to negotiate with others to achieve objectives, whilst maintaining good working relationships • Diplomacy and discretion and the ability to manage confidential information • Proven ability to work as a team member to achieve goals in effective co-operation • Ability to demonstrate initiative, plus adopt a creative approach to problem solving • Excellent organisational skills and the ability to manage conflicting situations and priorities with tight deadlines • Excellent IT skills and ability to be administratively self-servicing. • Educated to degree level, or other relevant qualification • Public speaking and presentation skills					
Author and Date					
Nicola Dill – October 2025					
Job Evaluation (HR Completion)					
Score		Profile		Level	

As the needs of the College change so the above job profile, duties and location of the role within the College will be adjusted accordingly. Where an employee indicates a disability, every effort will be made to supply all necessary aids, adaptations or equipment to allow them to carry out all of the duties of the post. If, however, a certain task proves to be unachievable, job redesign will be given full consideration.



Person Specification

Marketing Officer

Criteria	Essential	Desirable	Assessed by
Qualifications and attainments			
Level 6 qualification in Marketing/PR		✓	Application form
Experience and knowledge			
Design/Marketing experience	✓		Application form
Knowledge of the Further Education sector		✓	Application form
Excellent social media knowledge	✓		Application form/Interview
Skills and abilities			
Excellent copy writing skills	✓		Interview
Good interpersonal skills	✓		Interview
Ability to cope with pressure and tight deadlines	✓		Interview
Essential College attributes			
Initiative: Demonstrating the willingness and ability to use initiative – whether that means deciding on necessary action and following it through - or suggesting ways to work in a better way.	✓		Application form/ interview

Criteria	Essential	Desirable	Assessed by
Influencing skills: The ability to persuade others.	✓		Application form/ interview
Interpersonal Skills: The ability to communicate and interact with other people in a way that promotes cooperative relationships.	✓		Application form/ interview
Teamwork: The willingness and ability to collaborate and work closely with colleagues in a mutually supportive manner.	✓		Application form/ interview