



HIGH
SPEED
RAIL

NATIONAL COLLEGE FOR
HIGH SPEED RAIL

JOB DESCRIPTION

Job title: Senior Marketing Executive (B2B) – Job share
0.6 FTE/ part-time

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Salary	
Reporting to:	Head of Communications and Marketing
Location:	Birmingham based with some travel, including occasional visits to other College sites
The location, hours of work and duties could be varied according to the needs of the service.	

1. Context

The National College for High Speed Rail is a brand new incorporated FE College that has been established to train the next generation of the rail workforce. Covering the breadth of the rail industry from design to people experience, construction, maintenance and operations, the College is training learners from the age of 19 in a range of Higher Apprenticeships and higher education qualifications. Learners who have attended the College will gain skills that enable UK employers to support the development and running of HS2 and future high speed rail projects at home and around the world.

The College’s vision is to pioneer technical excellence, setting new standards for collaboration and diversity in what will be a major growth industry for the UK in future years. We opened our doors to students in September 2017, with two main hub sites in Birmingham and Doncaster and a network of ‘spokes’ via partner arrangements across the UK.

2. Job purpose

The Senior Marketing Executive (B2B) will lead on all marketing and communications activities to industry to attract target businesses to the College to engage them in utilising the College for the provision of their learning and education requirements, primarily apprenticeships and short, commercial courses. Additionally, a key role for the College is engaging with industry to shape its provision. The post holder will lead on the communication and engagement with businesses with the aims of engaging businesses to contribute to the College’s development

The post holder will be responsible for developing and delivering an effective tactical plan in line with the marketing strategy and the College’s business plan. They will also deputise for the Head of Communications and Marketing and will have line management responsibility for the Digital Marketing Officer.

This is a job share opportunity whereby the postholder will be take joint responsibility with their counterpart (who is based in Doncaster) for the whole job.

3. Reporting relationships

The postholder will be responsible to the Head of Communications and Marketing.

4. Accountabilities

- To plan and develop a robust marketing and communications tactical plan in order to help the College meets its recruitment targets, with a particular focus on supporting the employer engagement activity for the College
- To deliver an effective marketing and communications plan over a 12-month rolling cycle
- To report on KPIs to enable the College to determine the impact of marketing and communications activity, particularly around enquiry numbers and application numbers
- To work closely with external agencies to develop timely and effective marketing resources and activity to support employer and industry engagement
- To take an energetic role in the team coordination of high-profile college events, such as awards ceremonies, special visits and national events such as Infrarail, Rail Live, Innotrans etc.
- To work with the Head of Communications and Marketing to ensure a strong and relevant voice for the College across the rail industry and associated supply chains
- To write compelling copy for use in a variety of media, including online, advertising, for publications, for event invites etc
- To advise and effectively brief marketing colleagues and external agencies on activity that needs to be undertaken
- To support the Head of Communications and Marketing on PR and media relations activity
- To take oversight of digital marketing activities (including for the website, social media and online content) that engage industry, including key decision makers and also potential learners themselves, ensuring marketing activity is relevant, effective and contemporary
- To provide the Head of Communications and Marketing regular reports on KPI monitoring and evaluation of marketing and communications activity
- To maintain a strong understanding of the market/s the College operates within in order to leverage profile opportunities as appropriate
- To provide day-to-day line management to a junior team member (Digital Marketing Officer)

- To support the Head of Communications and Marketing to plan and monitor expenditure against budget, and support with financial tasks such as raising purchase orders
- To be aware of and comply with all policies and procedures, particularly those relating to child protection, health and safety, security, confidentiality and data protection, reporting any concerns to an appropriate person
- To participate in appropriate meetings as required within the College

5. Other

- You are liable to undertake such other duties as may be reasonably be required of you commensurate with your grade at your initial place of work or at any other college site.
- The College is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all employees and volunteers to share this commitment.

Person specification

This person specification lists the competencies expected

(E = Essential criteria, D = Desirable criteria)

Sections			
	Skills, knowledge and aptitudes	Degree (or equivalent) in a Business/ Marketing/ Communications-related subject	E
		GCSE English and Maths at grade C or above	E
		CIM Professional Diploma in Marketing	D
		Confident IT skills	E
		Strong communication skills – written, oral and presentational	E
		Good working knowledge of contemporary marketing practice	E
		Excellent standard of English	E
		Copywriting for a variety of audiences	E
		Strong organisational and time management skills when juggling competing priorities and interruptions	E
		Commitment to supporting and promoting the College Vision and Values	E
		Ability to deal with enquiries professionally	E
		Working with confidential and sensitive information	E
	Experience	Prior relevant experience in a marketing or communications role (at least five years' experience)	E

		Line management experience Experience in the education and skills sector	E D
	Personal attributes	<p>A keen interest in post-18 skills development & technical education</p> <p>Excellent written and verbal communication and interpersonal skills, combined with enthusiasm for providing a high-quality service Strong attention to detail</p> <p>Committed to high standards and the achievement of excellence</p> <p>Ability to manage conflicting demands on time and to prioritise</p> <p>Ability to grow and develop into further roles in the organisation</p> <p>Capacity to work independently using your own initiative and as part of a team</p> <p>Excellent team working skills with the ability to work collaboratively and cooperatively</p> <p>Ability to be flexible and adapt to changes</p> <p>Being a great ambassador for the College</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>
	Special requirements	<p>Ability to work flexibly, covering multiple sites across the country</p> <p>NCHSR is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment and individually take responsibility for doing s</p>	<p>E</p> <p>E</p>