

Accountabilities - Specific

- Continue to develop and implement a cohesive CAPA College marketing, public relations, press, media and communications strategy to raise the CAPA College profile and market CAPA College events and activities.
- Continue to develop, implement and deliver marketing campaigns, with appropriate audience targeting.
- Manage the production and stock of CAPA College branded publications, marketing materials and merchandise and liaise with suppliers and partners
- Archive all marketing and publicity materials.
- Maintain the CAPA College photo and video galleries and implement use across digital channels and in print.
- Manage the execution of email marketing campaigns to key audiences using email marketing tools (e.g. Mailchimp).
- Continue to develop and maintain a CAPA College audience/contacts/alumni database ensuring GDPR compliance.
- Monitor, develop and maintain the CAPA College website ensuring that it is engaging, innovative, up to date and is a true reflection of the College.
- Monitor and update the CAPA College website to ensure full compliancy of statutory requirements.
- Continue to develop and implement a social media strategy across all platforms including Facebook, Twitter, Instagram and other appropriate media (including new media, as they emerge) ensuring regular updates.
- Engage actively with online communities, at all times appropriately and positively representing the aims and ethos of CAPA College.
- Collate information and feedback on CAPA College activities to produce news stories, web content and other communications.
- Research, write copy, edit and proofread accurate and engaging copy for articles, publications, website, social media and press releases.
- Manage the production of external and internal communications, including prospectus, brochures, newsletters and communications.
- Assist in building and leveraging a strong and effective brand
- Work with colleagues to ensure that internal communications/displays within CAPA College effectively represents the CAPA College brand and complements external marketing activities.
- Ensure consistency of brand message in content and in CAPA College's visual and PR image.
- Market and organise events, such as Open Days and exhibitions.
- Represent CAPA College at marketing events (where appropriate) and talk knowledgeably and enthusiastically about CAPA College.
- Promote active partnerships with the press, media, agencies and business that develops the CAPA College profile

- Monitor, record and evaluate the effectiveness of communications and marketing strategies including online position and social media profile.
- Review analytics and act on results to improve future campaigns as appropriate.

Accountabilities - Generic

- Serve as a role model based on high standards and professional conduct
- To present the best possible image of the College in general, and, in all contact and communications with the general public, visitors, parents, students, customers, suppliers and all other external organisations.
- Be aware of and comply with policies and procedures relating to health and safety, equal opportunities, confidentiality and data protection at all times, reporting all concerns to the appropriate person.
- To comply with the College's Staff Code of Conduct
- Maintain confidentiality in relation to all work undertaken
- Contribute to the safeguarding and promotion of the welfare and personal care of students and with regard to Child Protection procedures.
- Be aware of the responsibility for personal Health, Safety and Welfare and that of others who may be affected by your actions or inactions.
- Undertake any professional development as needed and as determined by the Principal.
- Carry out such duties as may be reasonably assigned by the Principal.
- Participate in the College's staff appraisal system.

Employment checks required of this post:

- Evidence of entitlement to work in the UK.
- Evidence of essential qualifications as detailed in the Person Specification.
- Two satisfactory references.
- Evidence of a satisfactory safeguarding check e.g. DBS
- A List 99 check.
- Confirmation of medical fitness for employment.