

**JOB DESCRIPTION**

<b>Job Title: Marketing and Communications Adviser</b>	<b>Grading: 14 – 17</b>
<b>Section: MBD</b>	<b>Reference:</b>
<p><b>Job Objectives:</b></p> <ol style="list-style-type: none"> <li>1. Contributing to the creation and implementation of annual marketing strategies.</li> <li>2. Planning, creating, scheduling and monitoring social media content for the department and the wider college.</li> <li>3. Support the design and production of all printed materials including the annual Prospectus.</li> <li>4. Training and advising other staff and students on good practice in marketing.</li> <li>5. Undertake photography and videography for overall marketing including key events, students work, case study materials etc.</li> <li>6. Updating the UHI Moray website day to day content as required and liaising with the UHI webteam on more significant changes.</li> <li>7. Providing holiday cover for events in the Alexander Graham Bell Centre conference centre and book training rooms for NHS staff.</li> <li>8. Related administration and any other duties as required.</li> </ol>	
<b>Reporting to:</b> Head of Marketing and External Relations	
<b>Reporting to the position:</b> None	
<b>Interface with:</b> Internal and external stakeholders - employers, schools, partners teaching staff; other support staff.	
<b>Approved by:</b>	<b>Date:</b>
<b>Signature of Post Holder:</b>	<b>Date:</b>

## **Duties and Responsibilities:**

1. Contributing to the creation and implementation of annual marketing strategies.
  - a) Supporting the development of the annual Marketing plan including creation of specific strategies approaches and timelines.
  - b) Undertake research to generate ideas for campaigns.
  - c) Attend external events representing UHI Moray and contributing towards campaigns.
2. Planning, creating, scheduling and monitoring social media content for the department and the wider college.
  - a) Daily planning of social media content across all platforms relative to the target market and in line with the current campaign.
  - b) Scheduling social media posts at least 3 – 4 weeks in advance where possible.
  - c) Design of posts including relevant messaging ensuring that content is accurate and appropriate and in line with best practise.
  - d) Monitoring all social media accounts to ensure that they are adhering to best practise, GDPR and UHI branding.
  - e) Identifying posts and stories which could be used for high quality case studies and blogs and follow up with the curriculum areas ensuring GDPR permissions are completed.
  - f) Review social media on a daily basis and highlight any positive/ negative comments to manager.
3. Support the design and production of all printed materials including the annual Prospectus.
  - a) Work with the marketing and communications officer in relation to the production of printed materials for internal departments.
  - b) Provide advice on messaging and imagery for all printed materials in line with the UHI brand.
  - c) Checking the information on web forms against the website for accuracy for the annual Prospectus and send web forms to the relevant curriculum areas for any amendments.
  - d) Support with the design of the annual Prospectus including gathering case studies and quotes from staff and students.
4. Training and advising other staff and students on good practice in marketing.
  - a) Providing training for staff on acceptable use of messaging, imagery and the UHI brand.
  - b) Providing training for staff on use of social media for departmental accounts.
  - c) Updating the Marketing SharePoint site for staff to ensure information related to marketing processes is up to date and accurate.
  - d) Advising students on good practice in relation to case study and online blog content.
5. Undertake photography and videography for overall marketing including key

events, students work, case study materials etc.

6. Updating the UHI Moray website day to day content as required and liaising with the UHI webteam on more significant changes.
7. Providing holiday cover for events in the Alexander Graham Bell Centre conference centre and book training rooms for NHS staff.
  - a) Booking events and training rooms using the inhouse booking system.
  - b) Liaise with internal staff related to IT requirements and room set up.
  - c) Meet the client at the start of the event and being on hand during the event.
  - d) Set up and clear catering in the absence of the external catering company as required.
  - e) Provide a high standard of customer satisfaction.
8. Related administration
  - a) Monitor the marketing budget spend and manage the social media paid for budget.
  - b) Raise orders for payment on the in-house finance system.
  - c) Creation of evaluation forms for feedback from college events including the open days.
  - d) Set up event brite for events
  - e) Any other related duties as required.