



## Job Description

<b>Job Title:</b>	Digital Marketing Collaborator
<b>Responsible to:</b>	Director of Marketing & Recruitment
<b>Location:</b>	Flexible
<b>Part time:</b>	21 hours /3 days per week (0.6 role, flexible)
<b>Salary:</b>	£21,639.80 pa pro-rata

### **Main Purpose of Job**

The Digital Marketing Collaborator will work alongside the Marketing & Recruitment Director to increase and improve NTC's digital presence. The Digital Marketing Collaborator is a vital part of the College.

Serving as one of the College's ambassadors to prospective students, this individual will help further develop and grow NTC's digital presence in order to recruit prospective students by **creating, developing and embedding an engaging online presence across multiple social media and digital channels.**

While this is an entry level role, the right individual will be dynamic, enthusiastic, engaging and multi-skilled, able to pick up and learn things swiftly. Forward thinking, the Digital Marketing Collaborator will be quick to identify new social media and digital marketing trends, which will help connect the College's educational opportunities with potential partners and students, both locally and globally. They will need to show creativity, initiative and be able to work independently.

### **Background**

Nazarene Theological College (NTC) is a research-led partner college of The University of Manchester. Situated in Didsbury, Manchester, the College is an institution of the Church of the Nazarene. Founded in 1944, NTC has some 350 students (both full and part time), across undergraduate and postgraduate programmes of study, representing a wide range of nationalities. The College also prepares candidates for ordination in the Church of the Nazarene.

### **The Digital Marketing Collaborator is responsible for:**

- Supporting the development and implementation of a digital marketing plan for NTC's digital presence, whilst maintaining the college's ethos and values; this might include but is not limited to social media advertising, email marketing and Pay Per Click (PPC) advertising.
- Working to support the Director of Marketing & Recruitment to meet key performance indicators within the Marketing strategy, intrinsically aligned to the College's strategic objectives.
- Building and maintaining awareness of the NTC brand across multiple social media and digital channels.
- Creating promotional digital and print content in line with NTC brand guidelines.
- Promoting the College, its courses, open days/evenings, and events.
- Manage and work within agreed budgetary frameworks.

### **Primary Responsibilities as Digital Marketing Collaborator are to:**

- Create and develop a digital Marketing plan with flexibility to evolve and adapt as necessary within agreed budget and college strategic priorities.

- Develop a consistent and engaging social media scheduling plan for multiple social media platforms.
- Edit and maintain NTC's website and promote all events on relevant social media platforms, including (but not limited to) Facebook, Twitter and Instagram.
- Develop engaging online content which results in "clickbait," "videos," and "graphic".
- Access and input into HubSpot, being aware of and responding to online enquiries (email, Instagram/FB/Twitter inboxes and comments).
- Flexibility to discern and adapt to promotion of events – an ability to recognise and respond to what takes priority.
- Serve as one of our front-line ambassadors for recruitment of new students.

### **Essentials:**

- Fluent in Adobe's Creative Cloud; InDesign; Photoshop.
- Has an awareness of digital trends, and a desire to keep learning about these and up and coming new digital platforms.
- Use of Hootsuite; Facebook scheduling and other scheduling platforms.
- Knowledge and functioning ability in multiple social media platforms.
- Awareness of trends relating to social media and ability to discern "what works" and "what does not work."
- Good command of the English language, strong attention to detail, punctuation, grammar, and spelling.
- Ability to plan and work independently to specific targets identified in negotiation with line-manager, with minimal supervision and to prioritise own workload.
- Able to take initiative.
- Able to forecast social media campaign growth.
- Ability to engage at a strategic level in forecasting analytics.
- Ability to think creatively about recruitment and online promotion.
- Strong presentation skills, good communication skills and confident in dealing with a wide range of people.
- Flexible working time.

### **Desirables:**

- Working knowledge of the College.
- Videography and Photography experience.
- Google Analytics.
- Previous experience working within a marketing environment and understanding of legislative guidelines regarding use of imagery etc.

### **Key Objectives:**

1. While working with the Marketing & Recruitment Director, the Digital Marketing Collaborator will build and grow a consistently engaging digital presence across all platforms which is in line with the College's brand voice, ethos, and marketing brand guidelines.
2. To develop, implement and maintain an online digital marketing plan that considers our key target audiences alongside all relevant platforms and within agreed budget e.g., multiple social media streams and website.
3. Identifies how best to use our existing communications channels in terms of engaging with potential partners and students e.g., HubSpot, working with the wider Marketing team to identify new areas of digital engagement.

4. Works with the Engagement Coordinator to identify key audience groups to enable targeted Marketing and engagement campaigns.
5. Create content in digital and print form which is engaging and evolving in order to remain relevant and creative, yet in line with the brand guidelines.

### **Nazarene Theological College Vision**

As God's holy people we aspire to be a learning community reflecting the love of God as Father, Son and Holy Spirit. Dedicated to excellence in theological education we intentionally foster character formation within contexts that are both practical and reflective.

### **Nazarene Theological College Employment Ethos**

The College is committed to the active pursuit of an Equal Opportunities Policy which addresses the need and right of everybody in the College to be treated with dignity and respect, in an environment in which a diversity of backgrounds, traditions and experiences is valued. It aims to create the conditions whereby prospective and existing students and staff are treated solely on the basis of their merits, abilities and potential, regardless of any irrelevant distinction.