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| JOB TITLE: | | Marketing Communications Executive (Education) |
| DEPARTMENT: | | Education (matrix into Communications and Marketing Department) |
| JOB HOLDER: | | N/A |
| REPORTS TO (JOB TITLE): | | Teacher Support Manager with dotted line to IOP Marketing Manager |
| JOB PURPOSE  This is a summary, in a few sentences/bullet points, of the overall contribution this job makes to the Institute of Physics (IOP)  The Marketing Communications Executive will manage a programme of activity including the development of a range of marketing communications materials across print, digital and events. Brand guardian experience, strong interpersonal skills and copywriting ability an advantage. Working as part of the Education team which delivers teacher recruitment and retention and support activities to enable young people from all backgrounds to access world-class physics education, the Marketing Communications Executive line manages one role (the Marketing Assistant).    The postholder will also work as part of the wider Communications and Marketing team and play a key part in implementing the roll out of the refreshed organisational brand. | | |
| ORGANISATIONAL STRUCTURE  An organisational chart showing where this job sits within the IOP – please refer to attached | | |
| CONTEXT  This briefly sets out the necessary background, including the department’s purpose, to understand how the job fits into the organisation and how it relates to other functions or jobs in the organisation  The department’s purpose  The Education Department covers a broad range of activities around the basic themes of ensuring the supply of physicists from the education system and assuring, as far as possible, the quality of their education;  Operationally, the Department works in five areas:   1. Recruitment and retention of physics teachers (and Initial Teacher Education programme) 2. Professional development for teachers 3. Diversity in schools 4. Direct support and information, advice and guidance (IAG) for teachers and students   5. Curriculum and school support  The job’s context  The Marketing Communications Executive will lead on developing a range of marketing and communications activity to support IOP’s teacher recruitment and retention programmes. The postholder will also advise on marketing activities for the Education department as part of the wider communications and marketing team. The Marketing Communications Executive will develop and create integrated promotional campaigns that include direct marketing, social media and print and online collateral and will offer marketing and communications advice to the Education department as appropriate and in collaboration with the wider comms and marketing department.  The Marketing Communications Executive (Education) also has line management responsibility for the Marketing Assistant (Education).  The Marketing Communications Executive will work in close collaboration with the Communications and Marketing department to ensure an integrated, joined up approach. | | |
| TASKS & ACCOUNTABILITIES  A list of 6 – 12 statements identifying the principal outputs required of the job, which integrate to achieve the purpose of the job. | | |
| 1 | To lead the management and development of marketing communications plans for recruiting physics teachers in liaison with the IOP marketing team – travel throughout the UK is required approximately 5 to 10 days per year. | |
| 2 | To work with all relevant stakeholders e.g. Department for Education (DfE), Royal Academy of Engineering, charities (e.g. Gatsby), physics and engineering university departments and ITE providers on all aspects of the IOP Teacher Recruitment marketing campaign. | |
| 3 | To be responsible for IOP Initial Teacher Training Scholarships marketing strategy and plans, including:   * Monitoring budgets * Implementing and evaluating of plans * Liaising with DfE * Monitoring spend and providing marketing report on an annual basis, with updates (circa 3) | |
| 4 | Maintaining the marketing communications resources for identified target audiences including ITE tutors, and prospective teachers – peak time for this activity is autumn and spring. | |
| 5 | To encourage and facilitate the marketing of ITE courses by overseeing the running of campus based recruitment events each year at a variety of sites, with the help of the Marketing Assistant. This also involves maintaining strategic links between the physics and education departments, with the help of IOP Education and Higher Education (HE) staff. | |
| 6 | To provide marketing communications advice and support to ITE providers, including university Physics and Engineering departments, as required. | |
| 7 | To represent the IOP in a marketing communications capacity at meetings relevant to the programme e.g. ITE tutors meetings, and marketing and recruitment meetings with the NCTL. | |
| 8 | To manage the Marketing Assistant, e.g. overseeing the work on campus based events, the School Experience Programme (SEP), and other marketing campaigns. | |
| 9 | To oversee the running of the School Experience Programme (SEP) which links prospective teachers to schools that can offer them school experience before they apply for ITE. | |
| 10 | To oversee the running of the marketing of teacher retention campaigns, including the promotion of the Teacher Awards | |
| 11 | Provide advice and support to a range of Education projects where needed. | |
| 12 | To contribute to the overall marketing and comms strategy of the IOP. | |

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| SCOPE OF DECISION MAKING / CHALLENGES  A summary, of no more than the 4 key main decisions/challenges the post holder may face in carrying out the accountabilities of this job.   * Implementing and updating the marketing communications plans for ITE and updating and delivering marketing plans for a range of projects, including ad hoc ones. * Identify opportunities for further marketing in teacher training * Taking appropriate responsibility as the owner of marketing data for GDPR compliance * Ensuring the work delivered for the ITE programme complies with the IOP’s brand and communications and marketing plans as an active member of the organisation’s marketing function. |
| DIMENSIONS  A summary of any numerical facts and figures that are relevant to illustrate the scale of the role e.g.   * People management – number of direct line reports, function managed, who the post holder reports to * Annualised financial data – costs/orders/sales/revenue budgets and different currencies used if applicable * Other relevant statistics – projects managed * The Marketing Communications Executive has responsibility for one direct report * Has authority to sign off payment of invoices up to £10K * Budget £30k |
| KNOWLEDGE, SKILLS & EXPERIENCE  The below are the skills, qualifications, membership requirements and experiences that are necessary for full and effective performance of this role unless otherwise stated  Skills & Experience   * Excellent written and verbal communication skills, able to write engaging, concise, accurate copy and content. * Track record of developing marketing materials and literature, both digital and print in line with brand guidelines. * Marketing planning skills, able to develop effective, timely plans that deliver to marketing objectives * Project and event management skills, with a track record of planning and delivering projects and/or events. * Track record of using on and offline digital marketing channels for a charity or brand including email marketing and social media * Experience of effectively using website CMS * Strong interpersonal skills; able to communicate effectively and positively with others and to foster the development of a common vision * Influencing skills - the ability to bring others to your way of thinking diplomatically, including senior staff in partner organisations, as well as physics, engineering and ITE university departments * Team player – the ability to work co-operatively with others to achieve common goals, working with others inside, and outside the Education department. * Dependable – able to complete tasks to high standard and to deadline * Organisational skills - ability to work with minimum supervision, prioritise workload, and handle multiple tasks * Proficient in the use of Microsoft Outlook, Word, Publisher, Excel and Databases. * Line management/supervisory skills * Computer literate - good working knowledge of Microsoft Office   Qualifications / Membership requirements   * Degree or equivalent experience (see below) * Marketing qualification – highly desirable or working towards the qualification * Must have a proven track record of successfully working in a marketing and communications role for at least the last two years and developing and delivering a range of campaigns |
| COMPETENCIES  The behaviours that must be demonstrated in the job   * Drive for results – Can be counted on to meet or exceed goals successfully * Managing and measuring work – Takes responsibility for tasks and decisions * Customer focus – Is dedicated to meeting the expectations and requirements of internal and external customers / partners * Functional/technical skills - Has the functional and technical knowledge and skills to do the job at a high level of accomplishment * Personal learning - Picks up on the need to change personal, interpersonal, and, where applicable, managerial behaviour quickly |