

Job Description

Post:	Content Creator & Marketing Administrator
Salary Grade:	Band 8
Responsible to:	Head of Student Operations

Key Purpose

To support the planning, creation and delivery of engaging digital content that promotes Salford City College Group across social media, digital platforms and marketing channels.

To provide effective administrative support within the Marketing Department, ensuring the smooth day-to-day operation of the service.

To assist with reception and customer-facing duties when required, contributing to a positive experience for students, staff and visitors.

To support wider marketing and engagement activity, including events and key college processes, ensuring a consistent and high-quality College presence.

Duties & Responsibilities

A	To complete administrative tasks within the Marketing Department, including record keeping, maintaining systems, supporting enquiries and providing reception cover when required.
B	To plan, create, capture and curate engaging content for social media and digital platforms, including written copy, student and staff stories, photography and short-form video content.
C	To contribute to content across College social media channels and digital platforms, ensuring information is accurate, timely and aligned with brand guidelines.
D	To monitor social media channels and digital content, responding to enquiries and comments appropriately and escalating issues where necessary.
E	To provide proofreading and quality assurance support for digital and printed marketing materials, ensuring a consistent tone of voice and high professional standards.



F	To support the planning, promotion and delivery of College events, including Open Events, Masterclasses, Graduation, Awards and Stakeholder Engagement events. This may include pre-event promotion, on-the-day content capture and post-event communications.
G	To work collaboratively with curriculum teams, student services and other stakeholders to identify opportunities for content creation and positive storytelling.
H	To contribute ideas for marketing campaigns and content themes that support student recruitment, engagement and the College's reputation.
I	To participate in key college processes as required.
J	To act at all times in accordance with College policies, including Health & Safety, Equality, Diversity & Inclusion and Quality Assurance.
K	To work flexibly in the interests of the organisation, including providing reception cover and supporting events outside of normal hours when required.
L	To participate in appraisal and undertake staff development activities as appropriate.
M	To promote and safeguard the welfare of children, young people and vulnerable adults encountered in the course of work.
N	To carry out any other duties commensurate to the post as required.

Variations to the job description may be required from time to time and when this arises there will be a discussion with the post holder.

All post holders are expected to comply with the College's policies and codes of practice in relation to Safeguarding, Equal Opportunity, Inclusive Learning, Health & Safety and Quality Assurance.

Post holder to sign the job description:

Date:

Name of the post holder:



Person Specification

	Essential			Desirable		
Qualification	1	Literacy Level 2	Application / Certificate	A	A Degree in a related subject area	Application
	2	Numeracy Level 2		B	Relevant Marketing Qualification	Application
	3	IT Level 2				
Professional Development	3	Evidence of ongoing Professional Development.	Application			
Experience	4	Working with people	Application / Interview			
	5	Evidence of good organisational skills				
	6	Evidence of working on own initiative				
	7	Experience of creating video / digital content for social media.				
Knowledge	8	Knowledge of Further Education Marketing	Interview			
	9	Knowledge of Digital Marketing & Social Media	Interview			



Skills / Qualities	10	Excellent IT skills	Application/ Interview			
	11	Excellent communication skills				
	12	Strong customer focus	Application/ Interview			
	13	Ability to work under pressure whilst maintaining accuracy and meeting deadlines	Application / Interview			
	14	Excellent design skills, utilising platforms such as Canva to develop engaging content for social media	Application / Interview			
Other	16	Commitment and responsibility to safeguarding and promoting the welfare of children and vulnerable adults and suitability to work with children/ vulnerable adults	Application / Interview			
	17	Commitment to College policies i.e. Health & Safety, Equal Opportunities, Inclusion, Quality Assurance and the College Charter.	Application / Interview			



	18	DBS check acceptable to College will be undertaken for successful applicant	Appointment			
	19	Ability to work across the Salford City College Group Estate	Application / Interview			

