

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



Skills / Qualities	10	Excellent IT skills	Application/ Interview		
	11	Excellent communication skills	Application/ Interview		
	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			

