

Job Profile Information: Marketing & MIS Co-ordinator

This supplementary information for Marketing, ESOL Advice Service, Camden Council is for guidance and must be used in conjunction with the Job Capsule for Job Level 3 Zone 1

Camden Way Category 3

It is for use during recruitment, setting objectives as part of the performance management process and other people management purposes. It does not form part of an employee's contract of employment.

Role Purpose:

- To develop the marketing strategy for the ESOL Advice Service in order to ensure the engagement of priority learners and to raise the profile of the service. To use research and statistics such as Indices of Deprivation and associated census data to inform targeted marketing approaches for outreach work. To implement and review the strategy on an ongoing basis, making recommendations in light of service feedback, local and national priorities, and changing demographics in the borough.
- To develop ESOL-friendly marketing content for the ESOL Advice Service, including facilitating the design and print of promotional materials in liaison with the Council Comms & Design team, ensuring value for money for mass production. When required, to manage the whole process internally, including design of materials using the Adobe Creative Cloud suite of software, allowing the service to respond swiftly to recruitment needs as they arise.
- To manage the online promotion of the ESOL Advice Service on the Council website, ensuring a clear and accessible presentation for all users. To regularly utilise approved social media outlets to raise awareness of service.
- To manage the production of video media, to raise awareness of the service to the public and partners, and for training of advisors. This process includes writing or supporting the development of scripts, operating camera and sound equipment during recording, performing the final edit and facilitating appropriate screenings and distribution of the finished product.
- To manage and expand the service's photo library, ensuring copyright information is displayed where appropriate, and the relevant permissions are recorded/sought if images of learners are to be used in internal and external publications.

- To provide strategic, organisational and technical support for promotional events, presentations and inspections of the service. Occasionally, also represent the service at these events and presentations.
- To coordinate design and distribution of paper and online service surveys for purposes of gathering learner and provider feedback, tracking learner progression, and performing needs analyses. To undertake the annual review and update of all service pro-formas for print and online purposes, ensuring consistency of information regarding contractual compliance and quality assurance.
- Analyse data, including Census and other data in order to inform marketing activities. Source data where appropriate.
- Produce reports
- Coordinate the process involved in, and design of items for the collection, collation, analysis and presentation of data for reports, as appropriate, such as initial assessment paperwork, surveys, etc.
- Update marketing and assessment materials.
- Be responsible for the translation of funding rules and eligibility criteria for the team, and ensure the requirements are reflected in data collection and other relevant materials.
- MIS duties as related to adult learning including data entry and analysis.

Example outcomes or objectives that this role will deliver:

- **ESOL Advice Service: “Learn English in Camden” (2-page leaflet)**

Content supplied by service manager and design created internally, using Adobe Illustrator, Photoshop and Acrobat, following the brand guidelines. Digital version for email distribution, uploading online and for social media use.

- **A5 flyers for targeted promotion of particular advice sessions**

2-page leaflet design adapted internally, using Adobe Photoshop and Acrobat, following the brand guidelines. Flyers printed internally, as and when required. Digital versions available for email distribution, uploading online and for social media use.

- **Booklet for referral organisations**

Multi-page booklet design adapted internally, using Adobe Photoshop and Acrobat, following the brand guidelines.

- **Publicity distribution**

Coordinate the distribution of publicity across the borough using innovative distribution methods, including the commissioning of projects to outside suppliers.

- **ESOL Advice Service Annual Report**

Comprehensive data and content supplied by service manager. Final report distributed electronically and available online.

- **Outreach events and displays**

Display boards prepared in advance using leaflets, photographs, mapping, and examples of learner work, for use at outreach events and during Ofsted/Matrix inspections. Representation at events may also be required occasionally.

- **Initial assessment form**

- **Eligibility Criteria Document**

People Management Responsibilities:

N/A

Relationships;

- Liaise closely with EAS administrator to ensure consistency across marketing communications.
- The post holder will be required to liaise with various teams and services across marketing and communications department and with external agencies on regular basis.

Work Environment:

- Mainly remote working, but will be required to carry out marketing activities, publicising the Service at external events occasionally.

Technical Knowledge and Experience:

Essential

- Bachelor of Arts: creative subject, e.g. media or marketing.

- Fluency in English: IELTS 7.5 or bachelor's degree in UK
- Expert knowledge of Adobe Premier Pro. / Illustrator, Photoshop, In Design
- Microsoft Excel

Desirable:

- Website development
- MS Access Database

Camden Way Five Ways of Working

In order to continue delivering for the people of Camden in the face of ever increasing financial pressure, we need to transform the way we do things. We call this the Camden Way. The Camden Way is a key part of our transformation strategy often referred to as the transformation triangle which links the Camden Plan, the Camden Way and the Financial Strategy together.

The Camden Way illustrates the approach that should underpin everything we do through five ways of working:

- Deliver for the people of Camden
- Work as one team
- Take pride in getting it right
- Find better ways
- Take personal responsibility

For further information on the Camden Way please visit by clicking [HERE](#)