

**JOB AND PERSON DETAILS**

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\*\*\* This post is an internal vacancy open to Craven College employees only\*\*\*

<b>POST TITLE:</b>	Marketing Administrator
<b>LOCATION:</b>	Tyro Training, Skipton (Multi-site)
<b>CONDITIONS:</b>	Administrative, Professional, Technical & Clerical
<b>HOURS:</b>	15 hours per week Flexible hours to include some evenings on a rota basis
<b>GRADE/SALARY:</b>	APT&C Scale 3 (Points 14-17) £16,022 - £17,088 pa Pro rata to £6,495 - £6,928pa
<b>REPORTING TO:</b>	Business Development Manager
<b>SPECIAL CONDITIONS:</b>	To work flexibly in line with the needs of Tyro, including occasional unsociable hours which may include evenings and occasional weekends  A full enhanced disclosure via the Disclosure and Barring Service will be required for this post
<b>CLOSING DATE:</b>	Thursday 19 April 2018 - midday
<b>INTERVIEW DATE:</b>	TBC
<b>POST NO:</b>	B859

**BACKGROUND INFORMATION**

Tyro, the commercial training division of Craven College, provides high quality training to individuals and employers and offers training, assessment and bespoke programmes to enable staff in many different sectors to develop skills and achieve nationally recognised qualifications. Tyro is seeking a Marketing Administrator to support Tyro's business development and promotional activity.

If you experience any difficulties in accessing any employment information or completing the College application form, please contact Clare Baker (Assistant Human Resources Manager) at <a href="mailto:cbaker@craven-college.ac.uk">cbaker@craven-college.ac.uk</a> for assistance.
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## **JOB SPECIFICATION**

### **MAIN JOB PURPOSE**

To provide a high quality marketing administrative service to support Tyro's business development activity in line with the Tyro marketing strategy and the changing needs of the College.

### **KEY DUTIES AND RESPONSIBILITIES**

This job description is a guide to the duties you will be expected to perform immediately on your appointment. These may change in the future in line with the strategic direction and development of the College.

- To provide quality customer service to all clients, promoting the services of Tyro and the College;
- To provide administrative services in the management of the CRM (Client Relationship Management) system for Tyro;
- To organise and maintain displays of promotional material within Tyro and College premises;
- To provide research based intelligence to the Tyro team, to include competitor analysis, sector/industry training requirements and assist Sales teams with lead generation;
- To co-ordinate and generate a range of sales materials via a range of platforms, to include utilising e-marketing and social media to promote Tyro's business to new and existing clients;
- To maintain relevant websites and e-marketing facilities in order to grow the client base and increase income;
- To work with the Business Development Managers and Sales teams in order to ensure implementation of Tyro's Marketing Plan;
- To assist the Business Development Managers and Sales and Training Advisers, in obtaining and accessing sales support material such as designed, printed material or generating/initiating social media/e-marketing campaigns;
- To liaise with the College Marketing team in order to oversee effective support on marketing requests and ensure the quality and consistency of brand management;
- To liaise with external and internal departments/agencies in order to carry out effective procurement process;
- To provide general administrative support including word processing, data entry management, photocopying, filing and record keeping as required;
- To discuss requirements with clients, candidates, trainers and assessors by telephone, as required;
- To participate in regular team meetings;

- To liaise with colleagues and clients as required, including staff and departments on other College premises;
- To be fully conversant with the College's range of equality and diversity and safeguarding policies and procedures, to ensure the health, safety and welfare of all learners and staff;
- To participate in the College's Appraisal scheme and undertake further professional development in line with the needs of the College;
- Any other duties commensurate with grade and status as may reasonably be requested.

## **PERSON SPECIFICATION**

The person we are hoping to appoint will meet all the following essential requirements and some or all of the desirable requirements.

### **ESSENTIAL REQUIREMENTS**

- Qualified to level 2 or equivalent in a relevant subject area;
- Relevant computer skills and experience in website maintenance, word processing, databases and spreadsheets;
- Literacy and numeracy to at least GCSE Grade C standard;
- Ability to communicate effectively with colleagues and clients;
- Good interpersonal skills including telephone manner;
- Accuracy, attention to detail;
- Willingness and ability to function as part of a small team;
- Willingness and ability to work both under supervision and using own initiative;
- Effective time management and organisational skills;
- Willingness and ability to work flexibly to meet the requirements of Tyro;
- Ability to follow instructions, procedures and guidelines;
- Ability to deal with personal information in a confidential and sensitive manner;
- Experience of working in a customer service environment.

### **DESIRABLE REQUIREMENTS**

- Experience in the use of social media;
- Experience of working in a customer service/training environment;
- First Aid qualification or willing to work towards.