

JOB DESCRIPTION

Job Title:	Marketing and Communication Officer
Reports to:	Director of Operations and Finance
Location:	Oak Hill College, Southgate, London
Date:	March 2019

Oak Hill College is a Christian theological college in North London, training students for ministry in the Church of England and Independent churches, and for other spheres of Christian service. Oak Hill provides full-time and part-time training. It has validated academic programmes at undergraduate and postgraduate level awarded and quality assured by Middlesex University.

Purpose of the role

This is an exciting and developing role to both develop external relationship management in order to create ambassadors and donors for the work of the College and provide effective support in the areas of external marketing and communications.

Marketing and Communication

1. Website Management

- a. Manage general enquiries from website
- b. Review and update website content
- c. Update social media and blog posts
- d. Coordination and resourcing of prayer points on the website and prayer app

2. Production Administration

- a. administrative assistance in production of publications which include 'Commentary', the Prospectus, 'Into All the World'
- b. communicate with print and digital suppliers regarding content and delivery schedules
- c. coordinate project timeline tracking
- d. administrative assistance with promotional video work

3. General Administration

- a. Manage the stock of marketing literature and materials
- b. Involvement in brand development and management as required

Oak Hill College will review, amend and update the Job Description, from time to time, in consultation with the post holder.

External relationship management

1. Data Management

- a. Strengthening work on contact and context data
- b. Involvement in the development of CRM systems for alumni and donor management
- c. Data analysis
- d. Maintenance of the mailing list by processing requests to join, change, unsubscribe, including producing and preparing data for mailings
- e. Development and implementation of targeted and segmented messages in the format of email newsletters, postal mailings, appeals etc

2. Account Management

- a. Account management of contacts (e.g. alumni, churches, individual supporters)
- b. Account management of donors
- c. To help co-ordinate and maximise advocacy activity

Other

- a. Assist with internal communications where required
- b. Involvement in event administration as required
- c. Liaise with other departments (e.g. admissions) where responsibilities or processes interrelate

Occupational Requirement

There is an Occupational Requirement that the post-holder is a Christian. The Equality Act 2010 applies. The postholder will be in agreement with, hold to and live out the theological position, aims and objectives of the college. You may be required to sign the College's statement of faith.

Person specification

1. Essential

- a. Excellent interpersonal skills – personable and the ability to build relationship
- b. Proven ability to communicate effectively, verbally and in writing
- c. Proven ability to manage and develop data and information accurately and systematically, with attention to detail
- d. Excellent administrative, time management and organisational skills
- e. Experience of Microsoft Excel, Word, Powerpoint, Databases and Google Mail

2. Desirable

- a. Experience in marketing and communications
- b. Experience in CRM processes and software
- c. Experience posting on social media

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Notes for Applicants

To apply, in the first instance please submit your CV and a covering letter to our HR & Safeguarding Manager at hr@oakhill.ac.uk. For details of remuneration package and any other questions about the role please contact HR by email.

Closing date for applications: 29 March 2019

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