



### Job Description – Marketing Officer

<b>Job Title:</b>	Marketing Officer	<b>Contract Type:</b>	Fixed term, (11-months) Full-time
<b>Function:</b>	Marketing	<b>Hours of Work:</b>	5 days per week
<b>Reporting To:</b>	President	<b>Salary:</b>	tbc

#### Function Overview

The Marketing function at Carlow College, St. Patrick's oversees the company's marketing campaigns both internally and externally and plays a key part in communicating the College's marketing message. Marketing plays an integral role in building and engaging the College's student base, and creating effective strategies that will promote the long-term growth of the College.

#### Role Overview

Create and Execute Carlow College's annual marketing plan, thereby ensuring the College, its courses, and all related activities are promoted effectively and attain the utmost PR.

#### Reporting Line

The Marketing Officer will report directly to the President.

#### Key Responsibilities

- Create and execute an approved annual Marketing Plan for Carlow College.
- Negotiate and monitor Marketing budget requirements.
- Ensure that local media opportunities are realised, by preparing and supplying advertisements and editorial copy to local press and radio as budgets permit.
- Negotiate advertising and promotional agreements with relevant media.
- Prepare, manage the publication of, and ensure the effective distribution of the College's Prospectus in co-operation with Programme Board Chairs, Admissions, V.P for Academic Affairs and Registrar, President and relevant staff members.
- Design and produce both external and in-house marketing materials to be of visual impact and within brand guidelines.
- Assist the School Liaison Officer (SLO) on all written and promotional material to ensure Carlow College's agreed marketing message is consistently and accurately delivered.
- Create and distribute a bi-monthly staff newsletter to keep all staff up to date and to reinforce organisational culture.
- Attain utmost promotion/PR, and ensure maximum participation from the College community by managing the marketing activity at all Carlow College events, conferences, activities, etc.
- Attend promotional events (e.g. Career fairs/exhibitions) with School Liaison Officer.
- Assist the SLO in organising the annual Open Day.
- Source good sponsorship opportunities to promote Carlow College.
- Liaise with relevant staff members and students to support and ensure their active participation and involvement in promoting Carlow College's courses, events, conferences, etc.
- Ensure marketing is familiar with ongoing and important community events to ensure that where possible Carlow College is represented and/or utilised as a centre for activities.
- Provide relevant literature to internal departments to support the promotion of their services.
- Liaise with relevant internal/external personnel to ensure social media, websites, etc. are fully utilised to further promote Carlow College.



### **Qualifications & Experience**

- Recognised 3<sup>rd</sup> level qualification in marketing.
- 5+ years' experience in a comparable role.
- Proficient in Microsoft Office, and ability to use social media tools is essential.
- Fully competent in Adobe InDesign and Adobe Photoshop is desirable.
- Good working knowledge of social media's role within marketing/promotional activity.
- Operational knowledge of Marketing within the educational sector would be advantageous.

### **Skills & Competencies**

The candidate must have proficient knowledge in the following areas:

- Excellent interpersonal skills.
- Ability to work effectively with all College departments.
- Strong communication skills i.e. verbal and written.
- High level of initiative required, supported with a positive and flexible approach.
- Ability to generate plans and effectively manage projects/initiatives.
- Strong organisational skills.
- Creative with good attention to detail.
- Demonstrate the ability to self-manage.

This job description is not intended to contain a comprehensive list of activities, duties, or responsibilities. Additional duties may be assigned based on business operational needs.

### **Application Requirements**

Candidates should submit their C.V and covering letter specifically outlining how their qualifications and experience fits the requirements of the role to [hr@carlowcollege.ie](mailto:hr@carlowcollege.ie)

**\*Please note that all applicants should consider the following questions when submitting their application:**

1. Do you hold a recognised 3<sup>rd</sup> level qualification in Marketing or equivalent?
2. Do you have at least 5+ years' experience in a comparable role?
3. Does your current and / or previous work experience meet the requirements of the role? If so, please explain in your cover letter.

Closing date for applications is **14<sup>th</sup> December 2016.**

\*Please note that as part of Carlow College's recruitment policy, it is a condition precedent that all offers of employment are subject to two satisfactory employment reference checks and evidence of qualifications.

***Carlow College is an equal opportunities employer.***