



# **MARKETING & IMPACT PARTNER**

## **APPLICATION PACK**

May 2024

# MARKETING & IMPACT PARTNER

**Location: Stirling based** – hybrid working (home/office) currently under review. The role will involve travel throughout Scotland and wider afield to support our delivery.

The College Development Network (CDN) is the development and enhancement agency for colleges in Scotland. Our focus is to equip colleges and their people with the knowledge and skills to transform their practice. We do this by providing evidence-based professional learning pathways and supporting the sector's marketing network to deliver targeted campaigns.

A fantastic opportunity has arisen for an experienced marketing professional to join our **Insight, Planning and Impact team** as we work to understand, enhance and promote the impact of our work and the good practice across the college sector.

The main purpose of the job is to provide specialist marketing and communications services in support of the CDN strategy, as well as manage the Marketing & Communications Officer and Marketing & Events Coordinator.

Key responsibilities include coordinating our marketing and communications to ensure that they fully showcase CDN's impact across our colleges and the wider tertiary sector in a way that is understood by a broad range of stakeholders, developing and delivering marketing and promotional campaigns, managing the CDN brand and website, providing data and analysis for evaluating the impact of marketing activities, supporting the CDN marketing network, managing events, handling media enquiries, and working with external consultants.

The role also involves establishing relationships with key managers and decision-makers in colleges and other potential partners, developing income-generating activities, leading sponsorship activity, contributing to commercial tenders and funding proposals, and engaging with relevant networks and conferences.

The successful candidate will possess qualifications equivalent to SCQF Level 10, experience in marketing and communications in education or a related sector, knowledge of the FE and HE sector, and key skills such as excellent communication, planning, and problem-solving skills.


You will be able to demonstrate an ability to participate effectively in and lead complicated, fast-moving, multi-partner regional and/or national campaigns and events in the education sector.

Strong stakeholder engagement skills are essential, and in particular you will bring demonstrable ability to forge strong, collaborative relationships with a diverse network of marketing and communications teams, researchers, academic and support staff, policy officers and leaders spanning Scotland's colleges and universities, partner agencies, and government. You will also bring a successful track record as a team member and leader with the ability to engage and inspire a team and achieve outcomes within a culture of continuous improvement.

**Click here to download the application form.** Completed forms should be sent to [recruitment@cdn.ac.uk](mailto:recruitment@cdn.ac.uk).

To discuss this role informally please contact Gordon Hunt, Head of Insight, Planning and Impact at CDN, at [gordon.hunt@cdn.ac.uk](mailto:gordon.hunt@cdn.ac.uk).

Please note that the closing date for applications is **Friday 7 June**. Interviews are expected to take place week beginning 24 June at Airthrey Castle, University of Stirling.



# WHO WE ARE AND WHAT WE DO

CDN is the national improvement agency for the Scottish college and post-school skills sector. We work with colleges to develop their people, share their great work, and enhance student success. An influential convening power, we facilitate collaboration within the college sector.

CDN improves the institutional performance and workforce capability of Scotland's colleges and their people through practice-led professional learning pathways. This is supported by evidence-based collaborative enhancement programmes and professional networks.

CDN is the leading expert on college governance in Scotland and runs the National Board Development Programme for College Boards. Through our leadership programmes for college staff at all levels, we develop college leaders of the future.

CDN works with colleges to provide research and insight to improve sector-wide practice. Through our learning and teaching programmes, CDN provides support for the design and delivery of the curriculum of the future.

Over the next three years, our work will be structured around the delivery of the following core practice-led professional learning pathways:

- **Governance** (The National College Board Development Programme)
- **Leadership** (Developing the College Leaders of the Future)
- **Learning and Teaching** (Designing and Delivering the Curriculum of the Future)
- **Learner Support** (Service Delivery for Successful Learners)
- **Reflective Practice** (The College Researcher Development Programme).



## OUR PURPOSE

As Scotland changes, so do the needs of our learners.

To meet those needs, the tertiary system, our colleges and their people will need to continuously improve their practice.

As the improvement agency for Scotland's colleges, CDN will deliver the professional learning pathways to support and enable that improvement.



## OUR FOCUS 2023-26

**We will equip our colleges and their people with the knowledge and skills to transform their practice.**

**CDN will drive this transformation through the five focus areas below:**



## OUR GUIDING PRINCIPLES

Ensuring that all we do is for the ultimate benefit of learners.

Driving collaboration and co-creation to deliver transformational change.

Living the values of equality, diversity and inclusion.

Supporting the tertiary system's transition to net zero.

### PEOPLE

CDN will empower and equip the workforce to **transform learning and teaching and the student experience**

### SYSTEM

Play a key role in the development of a **coherent, responsive and sustainable tertiary system** based on effective practice.

### KNOWLEDGE

CDN services provide insight and knowledge as a **catalyst for change**

### IMPACT

Highlight and share **the impact of colleges** within the wider tertiary system

### ORGANISATION

Be a **sustainable and well-governed organisation**

# JOB DESCRIPTION

**Job Title:** Marketing & Impact Partner

**Reports to:** Head of Insight, Planning & Impact

**Reports:** Marketing & Communications Officer  
Marketing & Events Coordinator

**Salary:** £42,000pa

## Main Purpose of the Job

The post holder will:

- Provide specialist marketing and communications services in support of the CDN strategy and the work of college marketing teams through the design and delivery of marketing and promotional campaigns, publications and events that showcase CDN's activity, services and impact and the role and impact of colleges as a whole.
- Manage the Marketing & Communications Officer and Marketing & Events Coordinator and work with the Head of Insight, Planning and Impact ensure that CDN's marketing, communications and events activities are effectively planned, organised, delivered and evaluated.

## Key Responsibilities

### Marketing, Communications, Impact & Events

- Develop and deliver a range of marketing and promotional campaigns, activities and materials in support of CDN's professional development pathways, insight and consultancy programmes and events and the promotion of their impact.
- Manage the ongoing development, implementation and review of the CDN brand and brand guidelines, providing advice and support on the use of the brand to colleagues across CDN and to partners and stakeholders.
- Manage the design and delivery of CDN's website, publications and multiple communication channels, ensuring a high quality and consistent approach in support of CDN's delivery and insights programmes.
- Provide data, metrics and analysis to support the evaluation of the impact of CDN's marketing and communications activities.
- Support the work of the CDN marketing network, including coordinating key national campaigns as required (including the main annual Choose College Campaign and supporting campaigns). Produce key materials and toolkits for the campaigns as required and attend network meetings and other relevant meetings to support the members of the network.
- Manage CDN's events booking system and provide support for online and physical events, including managing venue bookings, online event platforms and links and supporting materials. Take the lead on the organisation of key annual events such as the College Awards, including managing venue and talent bookings, nominations and judging and sponsorship. With the support of the Marketing and Communications Officer and Marketing and Events Coordinator, provide on the day event management where required. Act as the first and main point of contact for media enquiries and the creation and dissemination of press releases and other media engagement as required. Liaise with colleagues in key partners agencies such as Colleges Scotland and SFC to ensure that CDN messaging is consistent and supportive of their own media strategies.
- Work with external consultants as required to deliver specialist marketing and communications services, managing their contribution and the appropriate financial arrangements.

## Business Development

- Establish relationships with key managers and decision-makers in colleges, partner agencies and other potential partners in order to understand their development requirements.
- Develop and deliver income-generating activities that meet the requirements of CDN's partner colleges and other clients, and promote these to potential customers through networks, personal contacts, web and social media, working in partnership with colleagues in the Insights and Impact team and Delivery and Engagement Team.
- Lead the development of CDN's sponsorship activity to support income growth targets.
- Contribute to the writing and submission of commercial tenders and funding proposals in collaboration with colleagues across the department and the wider organisation.
- Develop and deliver commercial activities and funded projects following successful tenders working with external consultants as required.

## Engagement

- Actively promote CDN and our services to relevant networks, colleges and potential partners working closely with colleagues across the organisation.
- Contribute to national events and conferences at Scotland, UK and international level.
- Attend and present at college staff development days and conferences where appropriate, including contributing to a central portfolio of CDN sessions offered to colleges on an annual basis.
- Contribute to CDN's own conferences and events and develop material for the website and marketing brochures and other materials as required.
- Support the Head of Insight, Planning and Impact in the design, delivery and analysis of the biannual workforce survey.
- Represent CDN on key external working groups, committees and networks, keeping under review the value and effectiveness of each and ensuring that they contribute to CDN's overall strategy.

## Management & Reporting

- Provide full and current data and reports on marketing and communications activity in support of CDN's internal planning and reporting processes, using appropriate forms and reporting lines through departmental teams.
- Manage CDN's CRM system and ensure that all CDN staff are appropriately trained and supported to use it effectively, developing guidelines and data entry forms as required. Support the generation of reports from the system in support of corporate reporting requirements.
- Ensure that all activities are noted in the departmental work plan and linked to the key actions in the CDN Strategy and Delivery Plan.
- Support the Head of Insight, Planning and Impact in creating regular corporate dashboard reports for the CDN Board, gathering information from colleagues via evaluation forms, delivery plans, CRM records and other appropriate sources.
- Ensure that evaluative feedback is obtained for all relevant marketing and communications activities, reviewed and acted upon and fed into the institutional evaluation processes.
- Utilise appropriate project management approaches to ensure that all activity is delivered efficiently, effectively and successfully.
- Monitor and manage marketing budgets as directed, ensuring that appropriate controls are maintained and processes followed, in collaboration with the Head of Insight, Planning and Impact, colleagues in the Finance team and the Senior Leadership Team.
- Support colleagues across the organisation as required to enable delivery of CDN's overall strategic aims, ensure the successful delivery of key projects and activities and provide appropriate specialist support.

## Other

- Other duties and responsibilities which will enable CDN to fulfil its objectives.
- Business demand may require out of hours work.

# PERSON SPECIFICATION

## EXPERIENCE, SKILLS AND QUALITIES

### Qualifications

- Qualification equivalent to SCQF Level 10 (honours degree).
- Professional qualification in marketing or communications or another relevant subject area (desirable)
- Evidence of a commitment to professional learning


### Experience

- Developing, leading and managing marketing and communications activities and projects in the education sector.
- Developing and delivering events, publications, online materials and campaigns that meet strategic priorities.
- Working in collaboration with internal and external stakeholders to deliver improved services and performance.
- Managing local and national events (desirable)
- Developing and delivering activities and services that generate commercial income.
- Working effectively with colleagues across teams
- Reporting on activities and managing action plans
- Preparing and writing bids and tenders (desirable)

### Knowledge

- Understanding of the FE and HE education sector in the UK
- Professional adult training and development
- Demonstrable specialist knowledge of marketing approaches and techniques within the tertiary education sector
- Project management
- Processes that ensure quality standards are developed/maintained

### Key Skills/ Attributes

- Excellent written and verbal communication skills
  - Strong facilitation skills
  - Excellent planning and organising skills
  - Strong negotiating, networking and influencing skills
  - Excellent collaborative working skills and ability to establish sustained successful partnership working
  - Ability to translate strategy/intentions into deliverable activity/work
  - Ability to generate of commercial income
  - Strong problem solver and solutions-focussed
  - Passionate about colleges
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[www.cdn.ac.uk](http://www.cdn.ac.uk)

 College Development Network

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