

**Job description: Content Marketing Officer**

<b>Status</b>	<b>Permanent</b>
<b>Base</b>	<b>Waterloo Centre</b> <i>Post holder may be required to work across College sites and at other locations</i>
<b>Salary</b>	Circa £35,274 (including LWA) per annum
<b>Hours of work (per week)</b>	36 hours per week
<b>Reports to</b>	<i>Head of Sales and Marketing</i>
<b>Manager to</b>	N/A

**ROLE PURPOSE**

The Content Marketing Officer is responsible for creating and managing content that supports the College's marketing and communication strategies. This includes developing engaging, informative, and compelling content across digital, social media, and print platforms to increase brand awareness, student engagement, and course enrolments. The role requires a blend of creativity and strategic thinking to deliver content that engages with Morley's target audiences and drives business outcomes.

**About you:**

- **Creative and strategic:** You're passionate about creating content that meets the needs of your audience while also supporting key business goals. You have a knack for repurposing content across different platforms – whether it's websites, social media, or marketing materials – making sure it engages with the right people and drives results.

- **Collaborative and adaptable:** You're skilled at taking content from our tutors and shaping it into compelling pieces that align with our business objectives. Whether you're creating for our website, social media, or print materials (like a course prospectus), you know how to adapt the message to attract high-quality student applications.
- **SEO-savvy and audience-focused:** You have a strong understanding of SEO fundamentals and how to create content that ranks well. You're also interested in how content fits into the broader customer journey and are comfortable collaborating with the digital team to optimise web content, boost SEO performance, and improve website conversions.

## MAIN ACCOUNTABILITIES

- Develop and execute content plans across multiple channels, including the website and social media platforms including X, Facebook, Instagram, LinkedIn and YouTube.
- Manage and grow Morley's social media presence and engagement, including content creation, scheduling, and community management.
- Create engaging, high-quality content (articles, blogs, web copy, social media posts, videos, brochures, digital screens) that reflects the brand and resonates with prospective students.
- Oversee content calendars, coordinate campaigns, and monitor performance to optimise engagement and reach including advising on using new social platforms.
- Work closely with the marketing team, digital team, and academic departments to understand target audience needs and create content that supports specific goals.
- Devise, create and implement paid social media advertising campaigns under the direction of the Head of Sales and Marketing and Marketing Campaigns Manager to support sales and brand building activity.
- Work closely with the Head of Communications and Engagement and their team to ensure that non-marketing content (including content that relates to the recurring X of Morley campaign) is effectively integrated into the wider content calendar.
- Regularly report on content performance, including website traffic, social media engagement, and lead generation, using data to inform future content strategies.
- Collaborate with designers, photographers, and videographers to ensure content is visually engaging and on-brand.
- Assist in creating sales and promotional materials for print and digital distribution.
- Ensure content is aligned with the College's marketing and communications goals, voice, and values.
- Provide insights and recommendations for improving content strategy and achieving KPIs.

## **WORKING WITH**

The Content Marketing Officer will collaborate closely with the CMEO team (marketing, digital, comms, events and Gallery and Radio teams) and curriculum teams across the college.

You will work daily with colleagues and teams to create and curate content opportunities while also providing support to senior leaders such as the Chief Marketing and Engagement Officer (CMEO), Head of Sales and Marketing, and Head of Communications and Engagement.

You'll also engage with our three Centre Principals (Waterloo, Chelsea and North Kensington), as well as Heads of School and Programme Area Managers at each of our centres, to ensure content aligns with the needs of our various teams.

Additionally, you'll interact with colleagues in areas such as Morley Gallery, Morley Radio, and Student Services, as well as external partners including media companies, designers, videographers, and photographers with whom Morley has established strong working relationships.

## **DBS STATUS**

This post is exempt from the Rehabilitation of Offenders Act 1974 and is regulated activity. The post holder will be required to obtain an Enhanced DBS Disclosure, including an ISA barred list check.

## PERSON SPECIFICATION

Job Title:	Content Marketing Officer
<b>Essential Criteria:</b>	
<ul style="list-style-type: none"><li>• Proven experience in content creation, content marketing, or digital marketing (ideally in an education or similar sector).</li><li>• Strong portfolio of work that demonstrates creativity and impact across content formats (social media, web, email, print).</li><li>• A degree in Marketing, Communications, Journalism, or a related field, or equivalent work experience.</li><li>• Familiarity with analytics tools (e.g., Google Analytics, Hootsuite, or similar platforms).</li><li>• Knowledge of paid social media advertising (Facebook Ads, LinkedIn Ads, Tik Tok).</li><li>• Experience with video content creation and editing (intermediate to advanced)</li><li>• Experience managing social media channels and creating engaging content for platforms like Instagram, Facebook, Twitter, and LinkedIn.</li><li>• Strong understanding of SEO, content management systems (WordPress, HubSpot, etc.), and digital marketing tools.</li><li>• Excellent writing, editing, and proofreading skills, with a keen eye for detail.</li><li>• Excellent communication skills and an ability to build strong working relationships.</li><li>• Strong organisational and time-management skills with the ability to manage multiple projects and deadlines.</li><li>• Creative thinker with a passion for storytelling and content creation.</li><li>• Ability to work independently and as part of a collaborative team.</li><li>• Have a commitment to and be able to demonstrate knowledge of health &amp; safety and equality and diversity as appropriate to the post.</li><li>• A clear understanding of Safeguarding and Prevent and the ability to create and sustain a learning environment in which the safety and welfare of children and vulnerable adults is paramount</li></ul>	
<b>Desirable Criteria</b>	
<ul style="list-style-type: none"><li>• Knowledge of email marketing platforms (e.g., Active Campaign, Mailchimp)</li></ul>	