**Job Profile Title: ESOL Advice Service Marketing Officer 0.5**

**Role Purpose:**

* To develop the marketing strategy for the ESOL Advice Service in order to ensure the engagement of priority learners and to raise the profile of the service. To use research and statistics such as Indicies of Deprivation and associated census data to inform targeted marketing approaches for outreach work. To implement and review the strategy on an ongoing basis, making recommendations in light of service feedback, local and national priorities, and changing demographics in the borough.

The service has the following functions, which the post-holder will be expected to lead or contribute to, as deemed appropriate by the EAS manager:

* Offers regular registration and advice (initial assessment) sessions to people who would like to improve their English
* Offers a bespoke service to organisations and businesses which work with groups of people who would like to improve their English Language (ESOL)
* Work with ESOL providers in the LA to help to place these learners into existing classes, where suitable provision exists
* Collect and analyse data on learners who are unable or unwilling to access existing ESOL provision
* Share this data regularly and in a timely manner with key stakeholders, including providers, to facilitate the commissioning of additional provision, either using existing funding with providers
* Directly commission ESOL provision using programme funding where there is unmet need is identified
* Collect, analyse and disseminate data on the profile of ESOL learners generally in an annual report
* Facilitate partnership working between providers and key stakeholders to reduce duplication, improve the progression pathways for ESOL learners, increase knowledge of funding available for ESOL, and similar activities which increase the options and quality of provision for ESOL new and existing ESOL learners.

**Example outcomes or objectives that this role will deliver:**

* To develop ESOL-friendly marketing content for the ESOL Advice Service, including facilitating the design and print of promotional materials in liaison with the Council Comms & Design team, ensuring value for money for mass production.
* To be responsible for the design of materials using the Adobe Creative Cloud suite of software, allowing the service to respond swiftly to recruitment needs as they arise.
* To keep accurate logs on activities for reporting and monitoring purposes.
* To lead on the online promotion of the ESOL Advice Service on the Council website, ensuring a clear and accessible presentation for all users. To update the information in a timely manner.
* To regularly utilise approved social media outlets to raise awareness of service.
* To investigate, propose and coordinate innovative methods to engage new learners to the service.
* To produce video/ animation media which raises awareness of the service to the public and partners.
* To develop video and other resources related to the training of advisors.
* To produce videos and other media to present the service and share best practice.
* To produce and maintain postal, email and other mailing lists for information on advice sessions.
* To produce and maintain newsletters relevant to the function of the service.
* To ensure at all times the service is compliant to relevant statutory and other requirements related to data-sharing and consent.
* To produce materials as part of the evaluation and presentation of the service.
* To update assessment materials as advised by EAS coordinator.
* Be responsible for the production of all materials requiring the Adobe Acrobat suite.
* To develop scripts, operate camera and sound equipment, edit and finalise film and facilitate appropriate screenings and distribution of the finished product.
* To manage and expand the service’s photo library, ensuring copyright information is displayed where appropriate, and the relevant permissions are recorded/sought if images of learners are to be used in internal and external publications.
* To provide strategic, organisational and technical support for promotional events, presentations and inspections of the service.
* Represent the service at events and presentations.
* Carry out marketing activities including mailings and door-to-door engagement.
* Produce reports on marketing activities and outcomes.
* Be responsible for the production and dissemination of reports and the annual report.
* Work in collaboration to the data officer to ensure data, statistics and reports are presented in an engaging and understandable way
* To carry out administrative duties relevant to the role
* To carry out data-entry and data validation activities
* Supervise volunteers and administrators allocated to support marketing activities

**People Management Responsibilities:**

N/A

**Relationships;**

* Liaise closely with EAS coordinator and advisors to ensure consistency across marketing communications.
* The post holder will be required to liaise with various teams and services across marketing and communications department and with external agencies on regular basis.

**Work Environment:**

* The post-holder will be required to carry out marketing activities, including outreach, door-to-door publicity and publicise the Service at external events as and when needed.

**Technical Knowledge and Experience:**

**Essential**

* Excellent written and oral communication skills
* Expert knowledge of Adobe Premier Pro. / Illustrator, Photoshop, In Design and other design, video-editing and animation software
* Experience of producing materials for people with English Language (ESOL) needs.
* Experience of producing high quality reports in In-Design.
* Experience of utilising data to plan activities.
* The post-holder will be asked to provide a portfolio of work at interview.
* Experience of working with voluntary and community organisations

**Desirable:**

* Website development
* Experience of working with Adult Learners
* Experience of working with migrant communities

This post is exempt from the Rehabilitation of Offenders Act and will require an Enhanced DBS.