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## **Post: Marketing and Activities Officer**

### **Job Description**

#### **Reports to: Management Team**

#### **Key Role**

- Support for the implementation of the marketing plans for the Colchester English Study Centre and International Language Holidays
- Planning ,managing and participating in Activities programmes

#### **Specific Responsibilities**

##### **Marketing**

- Assistance with the production of all marketing communication materials
- Assistance with Maintenance of websites
- Maintenance of the organisation's social media profile
- Maintenance of external listings
- Assistance with the implementation and evaluation of campaign plans for specific markets
- Assistance with organising trips, fairs and exhibition
- Assistance with the collation and analysis of client feedback
- Representing the organisation at fairs and exhibitions in the UK when required

##### **Agent Management**

- Support for agent management, including:
  - maintenance of records in the CRM system
  - enquiry handling
  - assistance with proposals
  - managing communications with academic and administrative staff
  - assistance with organising inbound visits

##### **Administrative Support**

- Support for client facing teams, as and when required.

## **Activities Management**

- Arrange and promote all weekend and mid-week excursions, ensuring they are adequately staffed and necessary arrangements are in place. Ensure students have itineraries, maps and procedures
- Arrange and promote evening activities, ensuring they are adequately staffed and necessary locking and unlocking arrangements are in place
- Management of the Activities Budget ensuring accurate record keeping (Excel spreadsheet)
- Produce high quality posters (using Publisher) to promote activities and ensure all activities boards are kept up to date at all times
- Produce high quality printed activity programmes for the week ahead, available for distribution no later than Friday for the week ahead
- Produce and maintain appropriate risk assessments for each activity, to be available for inspection at all times. Ensure staff are aware of their responsibilities and procedures
- Be responsible for the out of hours file, including management of keys for all activities
- Actively promote activities to ensure success and good attendance using all available systems
- Maintain records of student attendance at all events, and analyse data to identify trends etc.
- Provide general information and advice on activities to students
- Responsible for all activities equipment ensuring it is in good condition and appropriately stored on a weekly basis
- Research, identify and publicise interesting cultural events happening locally
- Instigate, design and trial new activities for the activities programme
- Lead and participate in social activities when it is appropriate.

## **General Accountabilities and Responsibilities**

Ensure compliance with and actively promote Health and Safety at work legislation, CESC and ILH H&S policies and procedures, Equal Opportunities and Child Protection and Safeguarding policies.

Comply with the Data Protection Act 1998 (all employees of CESC and ILH will not disclose or make use of, for their private advantage, any information held on manual or computer records, which are not available to the public, however acquired).

**The above mentioned duties are neither exclusive nor exhaustive and the post holder may be called upon to carry out such other appropriate duties as may be required by the Board within the level of the post and the competence of the post holder.**