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# Candidate Brief

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## Chief Marketing Officer

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*PRIVATE & CONFIDENTIAL*  
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D O D D P A R T N E R S

— BOARD & EXECUTIVE SEARCH —

# Capital City College Group

Welcome to Capital City College Group (CCCG), one of the leading education providers in London and the UK. CCCG is made up of three colleges: City and Islington College, The College of Haringey, Enfield and North East London and Westminster Kingsway College. We also have a training arm, Capital City College Training, that offers apprenticeships and courses for businesses, plus we are founding partners of Visionnaires, a group established to support London's budding entrepreneurs and 01 Founders, a unique free to access coding school.

Our history dates back to 1828, starting with the Grove House School in Tottenham. This school, known for its advanced teaching and kind approach, is now part of The College of Haringey, Enfield and Northeast London. We also have roots in the Westminster Technical Institute from the 1890s, famous for its hospitality school started in 1910. In 2016, these historic institutions joined together to form CCCG. Now, we have eleven centres across central and north London, focusing on areas like Islington, Camden, Westminster, Haringey and Enfield, although our students and apprentices come from all over London and the southeast.

Every year, we train over 25,000 students and help them develop the skills and knowledge they need for jobs or progression into higher education. Our students have gone on to do amazing things with some becoming household names such as: chef, Jamie Oliver, actors like Jessie Wallace, or even Olympians like Lina and Laviai Nielsen.

At CCCG, we celebrate diversity and work hard to make sure everyone gets a chance to learn and grow. We seek to create a learning environment devoid of discrimination or harassment with a culture built on mutual respect, aspiration, collaboration, creativity and opportunity. We are here to help everyone reach their dreams, no matter where they come from.

Our new corporate strategy sets out our plan to ensure that Capital City College Group is match fit to realise our ambition of being a college group with the scale, diversity and specialisms to provide an outstanding education experience for students, underpinned by a resilient financial base that allows delivery, despite any change in the funding environment. Achieving this will ensure we deliver the exceptional education and training that our students and London's employers deserve.

**CCCG's Vision** – Transforming lives through exceptional education and training.

**CCCG's Mission** – To inspire London students and businesses with outstanding further and higher education and training which ensures their social and economic success.



# The Group

Capital City College Group includes three colleges – City and Islington College, Westminster Kingsway College and the College of Haringey, Enfield and North East London – and a training arm delivering apprenticeships and courses for employers, Capital City College Training. Many of their outstanding facilities across central and north London are also available to hire through Places and Spaces London.



**CITY AND ISLINGTON  
COLLEGE**

City and Islington College (CANDI) is one of the largest further education colleges in London, with a Sixth Form and a Centre for Applied Sciences in Angel, a Centre for Business, Art and Technology in Camden Road, and a Centre for Lifelong Learning in Holloway Road.

Between the centres, the college offers an extensive range of academic and vocational courses for all ages. Since 1993, it has provided exceptional education to over 250,000 people, helping them to achieve their ambitions.

CANDI has a diverse student body of around 14,000 learners mainly from London, but many travel further afield to study A Levels, T Levels, technical vocational courses (diplomas, certificates and awards, including BTECs, University of the Arts London, City & Guilds, and more), and higher education courses (HNC, HND, Foundation Degrees and Bachelor's Degrees).



**Westminster  
Kingsway College**

Westminster Kingsway College is one of the largest further education colleges in central London with a diverse student body of around 14,000 learners, who travel to its outstanding centres in King's Cross (Camden), Victoria (Westminster) Regent's Park, and Soho, to study on acclaimed vocational and academic courses. Each centre offers an extensive range of academic and vocational courses for all school leavers and adults, with a specialist centre in Camden for those with learning difficulties and disabilities.

WestKing offers A Levels, A Level Intensives, T Levels, technical vocational courses (diplomas, certificates and awards, including BTECs, University of the Arts London, City & Guilds and more), and higher education courses (HNC, HND, Foundation Degree and Bachelor's Degrees). WestKing is also a nationally-recognised Careers College for its digital and health and social care sectors, recognising its excellence in helping students find work in these industries.



The College of Haringey, Enfield and North East London (CONEL) is one of the largest further education colleges in North London, providing education to people in and around Haringey and Enfield since 1828, officially forming the College of Haringey, Enfield and North East London on 1 August 2009. CONEL provides an exceptional education to its students, equipping them with the skills they need for their future, with two superb centres in North London, located in Tottenham and Enfield, offering an extensive range of academic and vocational courses for all school leavers and adults.

# Values

These values are the key ideas and principles that people within our organisation and our partners believe are important. They sum up why we do what we do – our purpose – and how we go about our work – our approach.

## Respect

- We create a safe and trusting professional environment where people are treated well and equally.
- We listen, empathise and take time to understand the views of others.
- We support students and staff to take responsibility for themselves, their development and their actions.

## Aspiration

- We create opportunities for transformational change for our students.
- We expect great things of all our students and our staff.
- We have a constant drive for progression.

## Collaboration

- We are open to doing things differently and learning from others.
- We work in partnership to ensure the best for students, employers and staff.
- We create partnerships that deliver mutual and lasting benefit.

## Creativity

- We seek out new ideas and develop new approaches.
- We create opportunities for innovation.
- We are agile and responsive to change and willing to take risks.

## Opportunity

- We go the extra mile to help individuals realise their dreams – whoever they are and whatever their background.
- We embrace difference and break down barriers to learning wherever they exist.
- We focus on the future and spotting new opportunities to develop what we do.

For more information about CCCG, please visit: <https://www.capitalccg.ac.uk>





# Job Specification

**Post:** Chief Marketing Officer  
**Accountable to:** Chief Executive Officer  
**Responsible for:** Marketing

## Key Purpose

Lead and manage the organisation's marketing and communications. As a member of the executive team, working with senior colleagues to maximise student recruitment and establish the group and its constituent brands to achieve strategic objectives.

## Main Duties and Responsibilities

- Develop, implement, and execute a comprehensive marketing strategy in alignment with the group's strategic objectives, industry trends, and market insights to increase student enrolments and promote the group's programmes and services.
- Create and promote an effective communication strategy internally and externally.
- Collaborate effectively with colleagues to align student recruitment and marketing objectives with the overall strategic objectives.
- Conduct market research and analysis to identify target markets, emerging trends, and competitive landscapes, and use the insights to inform marketing strategies and campaigns.
- Oversee the design, creation and dissemination of marketing materials, including brochures, digital content, advertising campaigns, and social media presence, to effectively promote the services of all constituent brands in the group.
- Develop and nurture relationships with external stakeholders, community organisations, Schools and media outlets, to enhance the brands' visibility and partnerships.
- Measuring and reviewing the performance of marketing initiatives through analytics and metrics to make data-driven recommendations for continuous improvement.
- Developing the brands by shaping and evolving our brand identity and messages, ensuring it resonates with target audiences and differentiates us in the market as a partner and employer of choice.
- Develop the promotion of Equity, Diversity and Inclusion across the group and to ensure visibility to outside audiences.

## Leadership and Management

- Lead collaboratively with colleagues across all teams in the group. In particular, work closely with the Admissions Teams in each of the group's colleges, providers and joint ventures.
- Lead, mentor, and inspire a high-performing marketing team, fostering a culture of creativity, collaboration, excellence and delivery of key targets.
- Manage marketing budgets, ensuring optimal allocation of resources and maximum return on investment.
- Regularly review the success of each campaign and implement lessons learned.

## Delivery and Quality

- Forecast and be accountable for measurable goals, targets and performance metrics across the marketing team.
- Participate in appropriate professional groups to develop networks and share good practices.
- Manage and protect the public reputation of the college group whilst gaining positive recognition for achievements and innovation.
- Plan and implement new partner marketing opportunities with brands strategically aligned to the college group's corporate strategy to create mutually beneficial business opportunities.
- Maintain an overview of the Group's market positions in terms of student satisfaction, fees, etc. by undertaking regular analysis of the market.

## External Liaison

- Develop and execute a comprehensive internal and external communication strategy to effectively engage and inform stakeholders, staff, prospective students, parents, community members, and industry partners.
- Oversee the creation and dissemination of engaging and informative content through various channels, such as websites, social media platforms, newsletters, press releases, and other communication materials.
- Enhance the group's brands' reputations through strategic messaging, storytelling, and public relations efforts.
- Cultivate relationships with media outlets and act as the group spokesperson, handling media inquiries, interviews, and press conferences.
- Collaborate with internal departments and key stakeholders to ensure consistent and impactful messaging across all communication channels.
- Monitor and analyse the effectiveness of internal and external communication efforts, using data and metrics to inform strategies and optimise engagement.
- Identify and leverage opportunities for thought leadership, speaking engagements, and industry collaborations to increase the group's visibility and influence.
- Establish and maintain partnerships with relevant community organisations, businesses, and government agencies to support the college's initiatives and foster positive relationships.
- Stay abreast of industry trends, best practices, and emerging communication technologies to continuously improve and innovate external communication strategies.
- Manage crisis communication situations effectively, ensuring transparency, accuracy, and timely responses to maintain the group's reputation and public trust.

## Wider Responsibilities

- Oversee the maintenance and updates of the group's websites both internal and external, ensuring they are visually appealing, user-friendly, and contain accurate and up-to-date information.
- Collaborate with the IT department and external web developers to implement website improvements, enhancements, and new features.
- Develop and enforce website content standards, ensuring consistency, accuracy, and adherence to branding guidelines.
- Conduct regular content audits to identify outdated or irrelevant information and coordinate with relevant departments to ensure timely updates.
- Monitor website performance, user experience, and analytics to identify areas for improvement and implement strategies to optimise website effectiveness.
- Coordinate the marketing team to align website content with overall marketing and communication strategies, ensuring a cohesive online presence.
- Implement SEO strategies and best practices to improve search engine rankings and increase organic traffic to the college's websites.
- Ensure compliance with web accessibility standards and regulations, making the college's websites inclusive and accessible to all users.
- Stay informed about industry trends, emerging web technologies, and best practices in web.



## Expectations of the Post Holder

- To demonstrate model behaviours that, at all times, are consistent with an open, inclusive and participative style.
- To be proactive in identifying and pursuing opportunities that are appropriate to maintaining professional development, and actively participate in the Group's appraisal scheme.
- To always carry out duties with due regard to the Group's policies, including Safeguarding, Health & Safety, Equal Opportunities, and Data Protection, and participate in training as and when required.
- To work flexibly and to undertake such other duties that may reasonably be allocated by the line manager.

## Special Conditions

1. The nature of this post means that the post holder may need to travel from time to time to other group centres and external venues.
2. The post holder will be contracted to work for a defined number of hours per week, but it is a requirement of this post that the holder will flex these hours to reasonably meet the needs of the service, which may include working occasional evening and weekends.
3. This post falls within the scope of the regulations requiring a Disclosure & Barring Service (DBS check).

**N.B.** This job description is designed to outline a range of main duties that may be encountered. It is not designed to be an exhaustive listing of tasks and can be varied in consultation with the post holder in order to reflect changes in the job or the organisation.

## ED&I

We are committed to creating and promoting a diverse and inclusive workforce that better reflects the wider community we support. We particularly welcome applicants from groups currently under-represented in senior roles, including ethnic minorities, people with disabilities and from the LGBTQ community.

## Safeguarding

We are committed to safeguarding and promoting the welfare and safety of our students and expect everybody working for the Group to share this commitment. We actively seek DBS enhanced clearance checks for applications of employment as part of our safeguarding procedures.

# Person Specification

## Qualifications / Professional Development

- Level 6 qualification or equivalent experience in marketing, communications, business administration, or a related field.
- Proven experience of leadership in sales, marketing, and communications.

## Knowledge / Experience

- Proficiency in digital marketing platforms, social media management, and CRM systems.
- Experience in market research, analysis, and data-driven decision-making.
- Ability to build and maintain relationships with internal and external stakeholders.
- Knowledge of the latest marketing trends, technologies, and best practices.
- Experience of successfully securing consumer engagement and commitment which in an education setting would translate into student recruitment.

## Skills / Abilities

- Demonstrated leadership skills with the ability to motivate and guide cross-functional teams.
- Strong strategic thinking and problem-solving abilities, with a results-oriented mindset.
- Excellent written and verbal communication skills, including the ability to craft compelling marketing messages and presentations.
- Flexibility to adapt to changing priorities and manage multiple projects simultaneously.

# Terms

## Remuneration

The remuneration for this role will be Circa £90,000 with a small degree of flexibility to ensure we attract the very best individual to lead the marketing function.

## Annual Holidays

The holiday entitlement is 35 days per annum, plus recognised public holidays.

## Pension Scheme

The holder of this post will have access to the LGPS Pension Fund.

## Checks

All appointments are subject to satisfactory pre-employment references and DBS clearance.

# Timeline

The following timeline is indicative and should only be used as a guide. It may be subject to change.

| Process                       | Date                                 |
|-------------------------------|--------------------------------------|
| Close for Applications        | Monday 5 <sup>th</sup> February 2024 |
| Interviews with Dodd Partners | Mid February 2024                    |
| Shortlist Meeting             | Mid February 2024                    |
| Final Interviews              | Late February 2024                   |

# How to Apply

The recruitment process is being undertaken by Dodd Partners on behalf of CCCG. If you wish to apply for this position, please supply the following information:

- A covering letter (maximum two sides) highlighting your suitability and how you meet the criteria in the Person Specification, together with details of your current remuneration.
- A comprehensive CV setting out your career history, with responsibilities and achievements.
- All applications should be emailed to Dodd Partners at [contactus@doddpartners.com](mailto:contactus@doddpartners.com) at your earliest convenience, referencing assignment DP3097.

## Further Information

Should you wish to have an informal discussion about the role, please contact John Dodd on **07545 431 848** or **01244 738450**. Alternatively, email: [johndodd@doddpartners.com](mailto: johndodd@doddpartners.com)