

Marketing position – Gurteen College

Background –

Gurteen College is private College based in North Tipperary. We deliver a range of courses focused around agriculture and farming to school leavers and adults. We work with a range of partners including Teagasc, ETBs and IOTs. The Teagasc validated agricultural courses leading to “the Green Cert” are a core part of our offering. We have a long tradition of delivering agriculture courses dating back to 1947 and a proud alumni. The Gurteen campus includes a 1000 acre farm, extensive workshops and practical teaching faculties, lecture theatre, classrooms, student canteen and residential accommodation. Our new strategic plan includes ambitious targets to grow the student population by 50% over the next few years, to develop new course offerings, and to drive additional income. To achieve this, we recognise the need to for a professional approach to our marketing and promotional activity.

Key tasks/responsibilities

- Work with the management team to develop a marketing and promotional operational plan
- Deliver promotional and marketing activity to increase student applications and their conversion to enrolled students
- Develop a consistent theme and branding for all Gurteen activity, oversee production and use of all promotional assets and material
- Increase the profile of Gurteen with all key customers including – potential students, parents, schools, teachers, influencers, industry stakeholders, businesses and press/media
- Oversee presentation of all the Colleges main public facing assets including website, social media, and printed material
- Collect and analyse data as a tool to maximise reach and impact of promotional activity

The Role

- €20k for a minimum of 3 days per week – Initial specific purpose contract for 12 month period
- Dates and times of work can be flexible, some home working possible – but expected to be on campus or attending recruitment/promotional events minimum of 2 days per week.
- 25 days annual leave (pro rata)

The Person

- Dynamic – willing to turn their hand to a range of tasks
- Skilled and knowledgeable in promotional and marketing techniques
- A team player who can work in close partnership with core college staff
- Ambitious – will take responsibility and deliver actions to meet key strategic targets
- Innovative and creative

The skills

- Superb interpersonal, presentation and communication skills
- Qualified in marketing or related business subject
- Creative design and publishing
- Proficient in content generation and content management
- Devising and delivering digital campaigns that engage, inform and motivate.