## Specification

**PROJECT MANAGEMENT**

* Planning, delivery and monitoring of all out-of-home promotional activity, including the promotion of open days (approx. four per year). See details below of current planned marketing campaigns.
* Supplier relationships including external media relationships.
* Budget monitoring and ensuring budget is effectively spent.
* Proof and approval systems are kept on time and with limited proof/approval rounds.
* Regular and accessible campaign reporting such as dashboards.
* Post-campaign analysis.
* **BRAND DEVELOPMENT**
* Establish and or further develop Kirklees brand amongst key audiences, including potential students (school leavers and adults), their influencers (teachers/careers advisers/parents/Guardians/carers), employers and local community groups.
* Test branding on quarterly basis with various impartial audiences and establish metrics, such as brand sentiment and uplift to monitor success and benchmark against.
* Ensure brand is consistent across all channels.
* Post-campaign brand analysis and assessment of brand performance in key markets.
* **COMMUNICATIONS (EXTERNAL) MEDIA**
* Media negotiation, buying and management.
* Ensure ROI is delivered continually through each media channel.
* Key partner to media, informing client of any updates or offers.
* Monthly media reporting and reviews.
* Test and learn approach to ensure media remains effective.

Advertising and Media Buying

To negotiate, purchase, place and monitor advertising space and airtime on behalf of Kirklees College. The aim will be to reach the highest number of appropriate target audiences at the lowest possible cost. Selected media must reflect the audience that Kirklees College is aiming to attract and its selection must be justified and tested through delivering continued ROI throughout the academic year.

Strategic, Brand and Creative Development

To work closely with Kirklees College to develop/assess and implement the marketing and branding strategy and associated plans for each key audience for student recruitment and external communications.

To develop and establish the Kirklees College brand position, proposition and values in each of its key markets. To continue to develop and be custodian of Kirklees College master brand and any agreed sub-brands and continue to develop the existing brand message ensuring that the Kirklees College brand is used in the correct manner at all times and across all media.

To contribute to the creative articulation of the Kirklees College brand for marketing and recruitment campaigns across all media and platforms.

***The services listed above are examples of the types of services that the college currently utilises. This is not an exhaustive list.***

(It is intended that the printing and distribution will need to be carried out by the current print management company as this has proved effective to date.)

Planned Marketing Campaigns

Please note that these campaigns are based on the previous year’s campaigns and can be subject to change.

November: November Open Days

December: Adult Learning

January: Higher Education Apply Now, January Open Days

February: National Apprenticeship Week

March: March Open Days

April: 16-18 Apply Now

June: June/July Open Days

June – July: 16-18 Apply Now

July – August: Enrolment

September: Late Enrolment

Budgets

The approximate total spend for out-of-home advertising for the full academic year is £120,000 - £140,000