



Job Title	Manager 1 – Marketing Communications and Events
Department/Institute	Communications and Events
Reporting to	Director - Communications and Events
Main Objectives	The Manager I - Marketing, Communications and Events is responsible for developing, executing, and overseeing integrated marketing communication strategies that promote the College's brand, programmes, and events. This role requires a hands-on approach towards ensuring that all messaging, campaigns, and events are consistent, impactful, and in line with the College's Strategic Objectives.

Key Responsibilities

1. Develop and implement comprehensive marketing and communication strategies to enhance brand awareness, visibility, and engagement.
2. Design and execute targeted campaigns across multiple platforms, including social media, email, print, and web, ensuring consistency with MCAST's vision and objectives.
3. Design and develop content, scheduling, and publishing, maintaining a consistent tone and visual identity across all channels to encourage take-up in vocational education and training.
4. Liaise with media agencies, and suppliers to deliver high-quality content and campaigns on time and within budget.
5. Monitor, analyse, and report on the performance of marketing initiatives using analytics tools; recommend improvements based on data-driven insights.
6. Plan and deliver marketing strategies for College-wide and external events, ensuring alignment with broader communication goals.
7. Coordinate organisational and communications aspects of events including invitations, promotional materials, websites, media relations, seating plans, logistics and post-event follow-up.

8. Work collaboratively with internal departments and external stakeholders to ensure smooth event logistics and effective target audiences.
9. Utilise event management and marketing platforms to streamline operations, track registrations, and gather participant feedback for ongoing optimisation.
10. Manage marketing communications and event budgets, ensuring cost-effective resource allocation and adherence to financial procurement regulations.
11. Ensure all communications and promotional materials comply with MCAST's brand guidelines, accessibility standards, and relevant legal frameworks.
12. Stay informed of the latest trends, technologies, and best practices in marketing, communications, and event management.
13. Introduce innovative approaches to strengthen engagement and outreach efforts.
14. Perform other reasonable tasks and duties which may be assigned to his/her portfolio according to the exigencies of the College from time to time.
15. The list is not exhaustive and management may add or change tasks if and when required and according to the exigencies of MCAST and its subsidiaries.