

Job Description

Job title	Marketing Officer
School / department	Campaigns Team, Marketing, Recruitment and Communications
Grade	5
Line manager	Marketing Team Leader
Responsible for	N/A

Main purpose of the job

Working within the Marketing, Recruitment and Communications Department the main purpose of the role is to plan and implement a range of marketing activities at School and University-wide level, to help recruit students and raise the profile of the University.

- Develop and manage marketing activities for the eight Schools with the main priority to meet recruitment targets for the UG and PG markets both full-time and part-time.
- Develop and manage marketing activities for the University-wide activities within the University.
- Working alongside our marketing agency, to develop key marketing messages in an appropriate language and tone for on and offline media including social media.
- Manage the development of promotional materials and supplying the design team with a suitable brief approved by the relevant School.
- Manage, devise, brief, execute and report on a variety of on and offline marketing campaigns including e-mail communications, websites and digital marketing. This will include working closely with our marketing agency to analyse the campaign statistics.
- Support School and University-wide events with promotional materials including invites, posters, pull-up banners, PowerPoint presentations and flyers.
- When required update the UWL website via the CMS system.
- Represent the Campaigns Team at relevant meetings
- Liaise on a daily basis with our external agencies i.e. marketing agency and printers.
- Manage effective communications to target audiences, particularly potential students and organisations.

Key areas of responsibility

- Foster positive working relationship with support departments and Academic Schools in order to fulfil the projected aims
- Working with the rest of the team to managing a budget for the Schools and the department
- Implement marketing campaigns to help achieve strategic objectives
- Manage creative and production process for marketing campaigns, to include online advertising, search engine marketing, sales support collateral, e-mail, direct mail and social media
- Identify market trends and make proactive suggestions to improve performance. Use a variety of marketing techniques to drive traffic to the websites and sales teams.
- Manage agency suppliers including media, digital and creative to ensure they deliver high quality work
- Communicate marketing campaigns to internal departments and act as marketing point of liaison for campaigns
- Assist the Events Team at University-wide events e.g. Graduation and Open Days.

In addition to the above areas of responsibility the position maybe required to undertake any other reasonable duties relating to the broad scope of the position.

Dimensions / back ground information

The post demands excellent advisory and interpersonal as well as good customer interface qualities. Also required is a strong commitment to team working, an understanding of the educational market place, broad knowledge of the University's portfolio and an understanding of marketing communication techniques.

Person Specification

Criteria	Essential	Desirable
Qualifications and/or membership of professional bodies	A first degree or equivalent in a business related area or equivalent professional qualification	Professional qualification e.g. CIM Professional Postgraduate Diploma in Marketing
Knowledge and experience	Two years' experience working in a busy Marketing Department	Experience should preferably have been gained in an education environment
Specific skills to the job	<p>Ability to specify, successfully manage and evaluate artwork and layouts for publications and advertisements.</p> <p>A good level of numeracy for dealing with budgets, and analysing statistics</p> <p>Excellent copywriting, sub-editing and proof reading skills with a high attention to detail</p> <p>Ability to be able to liaise with different levels of stakeholders internal and external.</p> <p>Good knowledge of Microsoft Office especially word, excel and powerpoint.</p>	<p>An understanding of design and print processes</p> <p>Knowledge of content management systems</p> <p>Familiarity Adobe InDesign, Photoshop and web editing software packages</p>
General skills	<p>Excellent organisational and time management skills and ability to work to deadlines and on own initiative</p> <p>Good planning and customer service skills</p>	

Other	The confidence and diplomacy to influence a wide range of academic and administrative colleagues	
Disclosure and Barring Scheme	This post does not require a DBS check	
<p>Essential Criteria are those, without which, a candidate would not be able to do the job. Applicants who have not clearly demonstrated in their application that they possess the essential requirements will normally be rejected at the shortlisting stage.</p> <p>Desirable Criteria are those that would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.</p>		