

Job Description

Job title	Marketing Officer
School / department	Marketing, Recruitment and Communications
Grade	Grade 5
Line manager	Andrea Collard, Campaigns Team Leader
Responsible for (direct reports)	None
Date of creation or review	27/07/2023

Main purpose of the job

A short summary of the role

As a member of the Marketing Campaigns team, which is part of the wider Marketing, Recruitment and Communications Department the main purpose of the role is to plan and implement a range of strategic and tactical marketing activities, that will help to attract high quality students across all levels of study and raise the profile of the University. Results-driven and with strong evaluation and reporting skills, you will be able to collaborate with internal and external stakeholders, including our media agency, to optimise the campaign budgets.

The role will also comprise of planning, production and proofing of a range of marketing collateral to support the schools and university-wide departments with the main priority to meet recruitment targets including supporting a range of marketing and recruitment activities and events.

Excellent communication skills are essential as you will work very closely with creative and print agencies, and you will have excellent project management and proofing skills.

Key areas of responsibility

Description of the key duties and responsibilities associated with the role (bullet pointed or numbered).

- Plan, implement and manage a range of marketing activities and campaigns to attract high quality students across all levels of study in alignment with the annual student journey cycle and recruitment activity to include
 - Undergraduate and Postgraduate Prospectuses
 - Open events
 - The production of a range of marketing collateral including brochures, prospectuses, information leaflets
 - Conversion material
 - Promotional merchandise
- Identify market trends and make proactive suggestions to improve performance. Use a variety of marketing techniques to drive traffic to the websites and recruitment teams.
- Reviewing and evaluating campaign performance, making recommendations for improvement and optimisation as required, performing competitor benchmarking and undertaking regular campaign reporting. You will use analytics and data, and campaign performance to inform future decisions.
- Good knowledge of digital platforms to promote courses to prospective students and other stakeholders
- Excellent project management skills and experience of working with high volume print projects. Knowledge of print production processes would be ideal but not essential.
- Good attention to detail and strong verbal and written communication skills with an ability to turn often complex information into comprehensive and effective campaign content for use on multiple platforms.
- Creating suitable design briefs for the Creative Team and be able to feedback amends in a suitable way.
- Manage agency suppliers including media, digital, creative and print to ensure they deliver high quality work and on time.
- Communicate marketing campaigns to internal departments and act as marketing point of liaison for campaigns.
- Strong team working approach, knowledge sharing and the ability to work alongside the other marketing officers to produce a range of marketing collateral.
- As required arranging photography and video shoots including organising participants and photographers.
- Represent the Campaigns Team at relevant meetings.

- Raise purchase orders and liaise with finance and suppliers on any invoice issues.

In addition to the above areas of responsibility the post-holder maybe required to undertake any other reasonable duties relating to the broad scope of the position, commensurate with the post, and in support of the University.

Dimensions / background information

Organisational chart or some further information about the School/College/department.

Person Specification

	Criteria	Essential or Desirable ¹	Demonstrated ²		
			Application	Interview	Test / Exercise
Qualifications and/or membership of prof. bodies This section reflects the appropriate level of expertise required by the role.	A first degree or equivalent in a business or media related area or equivalent professional qualification	Essential	x	x	
	Professional qualification e.g. CIM Professional Postgraduate Diploma in Marketing	Desirable	x	x	
Knowledge and experience This section reflects the level of knowledge and experience of the key aspects of the role, as described in the job description.	At least two years' experience working in a busy Marketing Department	Essential	x	x	
	Experience should preferably have been gained in an education environment	Desirable	x	x	
Specific skills to the job This section identifies job-specific skills required which might be completely unnecessary for other jobs but are critical to this particular job.	Ability to specify, successfully manage and evaluate artwork and layouts for publications and advertisements.	Essential	x	x	
	A good level of numeracy for dealing with budgets, and analysing statistics	Essential	x	x	
	Excellent copywriting, sub-editing and proof reading skills with a high attention to detail	Essential	x	x	x
	Ability to be able to liaise with different levels of stakeholders internal and external.	Essential	x	x	
	Good knowledge of Microsoft Office especially word, excel and powerpoint.	Essential	x	x	
	An understanding of design and print processes	Desirable	x	x	
	Familiarity Adobe Indesign, photoshop and web editing software packages	Desirable	x	x	
General skills	Excellent organisational and time management skills and ability to work to deadlines and on own initiative	Essential	x	x	

This section identifies transferable skills that you use for almost every job.	Good planning and customer service skills	Essential	x	x	
Other This section should be used to make candidates aware of any special circumstances pertaining to the post.	A flexible approach to work is expected to support the demands of the service	Essential	x	x	

Disclosure and Barring Scheme Is a DBS Check required: DBS This post does not require a DBS check
 Before making a selection, please refer to the University's [Disclosure and Barring Checks Guidance for Staff](#) and [Criminal Convictions, Disclosures and Barring Staff Policy and Procedure](#). If a DBS check is required for the role, a **Check Approval Form** will need to be completed.

¹**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.

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, to determine which applicants to shortlist.

²**Demonstration:** Select the Recruitment Process stage at which the candidates will have to demonstrate that they meet the criteria. Criteria which have to be demonstrated at application stage should be mentioned in the Recruitment Information Pack as Pre-Selection/Killer Questions, Shortlisting Questions or Shortlisting Criteria. Other criteria should be evaluated and tested at interview stage (e.g. through interview questions) or through additional tests, exercises or presentations. Criteria can (and should) be demonstrated at multiple stages.