

Job Description

Job title:	Senior Marketing Officer
Department/Faculty:	School of Management
Grade:	7
Location:	Marketing & External Relations

Purpose of the job:

Play a critical role in the Marketing & External Relations team in the creation and effective implementation of a School-wide marketing, communications and recruitment strategy in order to enhance and promote the profile of the School to both internal and external audiences, identify market trends and developments, and attract new students. The postholder will work with the Marketing & External Relations Manager in creating programme-specific marketing strategies, gathering market intelligence, undertaking research and analysing results and to plan/co-ordinate activities.

The role holder will be responsible for the promotion of the School's full programme portfolio to prospective students. This will involve the production of all necessary marketing collateral, the generation of content for the web, overseeing various campaigns and related PR and social media activities and events. Beyond the immediate team, the role holder will also need to work closely with other members of the School's and University's marketing, recruitment and admissions teams.

Source and nature of management provided

Marketing and External Relations Manager

Staff management responsibility

Marketing Officer, *ad hoc* placement students and student ambassadors

Special conditions

You will from time to time be required to undertake other duties of a similar nature as reasonably required by your line manager.

There will be a need to work one or two Saturdays per year to support the University's Open Days. The postholder will also be expected to attend recruitment events and masterclasses in the UK and overseas and to take part in virtual events which will often fall outside normal working hours. These extra hours will generally be compensated for by time off in lieu.

Duties and Responsibilities:

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| 1 | Marketing strategy |
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	<ul style="list-style-type: none">i Work with the Marketing & External Relations Manager and relevant colleagues to devise, implement, manage and refine an effective marketing, communications and recruitment strategy in accordance with the School's vision and objectives.ii Seek out competitor, market and customer analysis data to support decision making in terms of portfolio development, pricing and recruitment strategies and identify key market trends and developments both at home and overseas. Commission research from relevant internal and external sources.iii Develop a good working relationship with the University's central marketing, recruitment and admissions teams to help ensure that the School's marketing and communication strategies complement and support the University's corporate strategies. Represent and speak for the School at University-wide planning and development meetings, deputising for the Marketing and External Relations Manager as necessary.iv Work with the Marketing and External Relations Manager to devise and refine monitoring systems to evaluate marketing activity and suggest proactive/remedial action as necessary.v Help to design effective internal communication processes and procedures to ensure coherent activity, marketing awareness and buy-in across the School.vi Liaise and collaborate with the Faculty Marketing Managers and Officers to share best practice and encourage professionalism in marketing.
2	<p>Marketing Communications</p> <ul style="list-style-type: none">i. Digitalii. Work closely with the web team to ensure that content accurately reflects the School's vision and objectives and promotes effectively the profile of the School as a whole to internal and external audiences.iii. Create content for and manage all CRM activity to drive applications and support student recruitment and conversions, be responsible for commissioning the training of relevant people in the use of the CRM systems, taking responsibility for ensuring a continuous pool of expertise is maintained.iv. Manage the School's social media platforms.v. Set up, plan, manage the budget for, monitor and analyse digital and offline advertising campaigns. This will involve commissioning and managing external agencies to produce creative content and to execute paid-for campaigns within budget and on time.vi. Oversee the commissioning of, planning and budgeting for, new video footage and photo shoots both internally and externally and provide final sign off on materials.vii. Support the web team in the writing of the School's entries into the University's e-prospectuses, including liaison with Central Marketing, Admissions and the Digital team.viii. Use Google Analytics, social media dashboards and other campaign metrics to measure, analyse and suggest improvements to digital activities.ix. Provide ideas and input into the development of digital resources and marketing materials.x. Marketing collateral and publicity material

- xi. Project manage and take responsibility for the production of marketing, promotional and publicity materials for the School's entire portfolio of programmes in line with the School's brand guidelines, managing in-house and external designers for all production issues, ensuring all materials are produced on time and within budget.
- xii. Write persuasive communications for all relevant marketing material and ensure brand guidelines are implemented in all collateral. Arbitrate as necessary with academics and professional services colleagues where contentious issues arise over content.
- xiii. Ensure CMA, ASA and other relevant guidelines are adhered to in all materials.
- xiv. Produce marketing collateral for the School's external relations' activities.
- xv. Manage the School's PowerPoint deck, working with colleagues to ensure content is kept up to date and relevant.

- xvi. PR and news**

- xvii. Identify PR opportunities and devise campaigns, working with the University's Corporate Communications team where appropriate.
- xviii. Coordinate PR activity with the University's Department of Corporate Communications.

- xix. Advertising (digital, print and outdoor)**

- xx. Manage advertising via the School's media buying agencies – liaise with designers and printers as necessary.
- xxi. Creative input into new advertising campaigns.
- xxii. Information creation, proofreading, copy writing and editing.

- xxiii. Exhibitions and recruitment events**

- xxiv. Responsible for managing the School's recruitment fairs' plan both in the UK and overseas, monitoring and managing the budget.
- xxv. Organise, with support of programme teams, live-chat and other virtual events.
- xxvi. Represent the School at events and provide market analysis.
- xxvii. Coordinate with the alumni team to identify suitable alumni to assist at recruitment events.
- xxviii. Oversee follow-up and conversion activity following recruitment events.

- xxix. Events**

- xxx. Manage the School's marketing input for University and School Open Days, Applicant Visit Days and Masterclasses.
- xxxi. Manage the School's presence at virtual open days/ events liaising with key colleagues to ensure the right personnel are involved, trained and engaged.
- xxxii. Participate in open days both in person and via live chats etc at virtual events.
- xxxiii. Oversee and help to organise the School's annual undergraduate graduation prize-giving ceremony and work with the MSc and MBA programme teams to coordinate the annual MSc/ MBA graduation event.

	<p>xxiv. Provide marketing support for other key student events (e.g. Induction, The Big Team Challenge, The Future Business Challenge).</p> <p>xxv. Coordinate marketing support for other School events, e.g. Research Centre launches.</p>
3	<p>Market, Product and Customer Knowledge</p> <ul style="list-style-type: none"> i Develop a thorough knowledge of the programme portfolio in order to be able to promote it to potential applicants within different target segments. ii Develop an understanding of the educational needs of ambitious managers and professionals. iii Identify key relationship-building strategies including evaluating new marketing recruitment tools and products. iv Commission market analysis and competitor research in order to ensure programme offerings remain competitive and in line with market needs. Ensure the findings are shared in a timely manner with the relevant people in the School and University. v Advise on market potential and programme design and delivery, devising appropriate marketing strategies and plans for new and revised programmes.
4	<p>Other</p> <ul style="list-style-type: none"> i Provide timely reports to meet the management information requirements of the School and University, including for ranking data and accreditations.
<p>This is not intended as an exhaustive list of duties or a restrictive definition of the post but rather should be read as a guide to the main priorities and typical areas of activity of the postholder. These activities are subject to change over time as priorities and requirements evolve and as such it may be amended at any time by the line manager following discussion with the postholder.</p>	

Person Specification template

Criteria	Essential	Desirable	Assessed by		
			App form	Interview	Refs
Qualifications					
A good first degree or equivalent professional qualifications.	✓		✓		
Experience & Knowledge					
Substantial experience in marketing	✓		✓	✓	✓
Experience of promoting higher education programmes		✓	✓	✓	
Evidence of effective team working	✓		✓	✓	✓
Skills					
Excellent organisational and time management skills	✓		✓		
Excellent communication and interpersonal skills in order to communicate effectively with staff, students and stakeholders.	✓			✓	✓
Experience and sensitivity of working with people from a wide range of cultures.		✓	✓	✓	
Experience of managing a marketing budget and creating multi-channel campaigns	✓				
Familiarity with the use of information technology in recruitment marketing		✓	✓	✓	
Capacity to work in a collaborative manner with administrative and academic staff across the School and the University.	✓		✓	✓	✓
Capacity to manage and prioritise a high workload, often working to tight deadlines	✓		✓	✓	✓
Criteria	Essential	Desirable	Assessed by		
			App form	Interview	Refs
Attributes					
Capacity for independent working as well as the ability to contribute as an active	✓			✓	✓

member of the School					
Events management experience	✓		✓	✓	✓
Competent, conscientious and motivated with a methodical approach to work	✓		✓	✓	✓
Adaptable and flexible, with the ability to learn new skills quickly	✓			✓	✓
Ability to organise and prioritise work effectively	✓			✓	✓
Highly responsive to changing knowledge, markets and circumstances	✓			✓	✓
Customer focused, with a friendly and helpful attitude	✓			✓	✓