

Job Description

Job title:	Marketing and Web Officer
Department/School:	Faculty of Engineering & Design
Grade:	6
Location:	Marketing/Web Office

Job purpose

Working as part of the Faculty Marketing & Web team, the post holder will play an important role in supporting the delivery, promotion and evaluation of the Faculty's recruitment and marketing communication activities on and offline. They'll contribute to effectively implementing a Faculty-wide marketing, communications and recruitment strategy with a view to enhancing engagement with our key stakeholders.

The successful candidate will work with the team to enhance and promote the profile of the Faculty to both internal and external audiences, identify market trends and developments and attract new students from UK and International markets. They will support the Web Content Editor to create, maintain and promote digital assets across our online platforms. And they'll provide input into the marketing strategy including gathering market intelligence and researching to feed into planning and coordinating activities.

The post holder will be a proactive and creative individual with excellent copywriting, project management, communication and interpersonal skills. They will be able to cover a breadth of marketing activities across our key platforms. They'll be enthusiastic about new developments in marketing and web and able to generate ideas to make sure we stay relevant to our audiences.

Source and nature of management provided

Marketing & Communications Manager

Staff management responsibility

N/A

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. These may include assisting in the facilitation of CPD activities. This will form part of your substantive role and you will not receive additional payment for these activities.

There may be a need to work one or two Saturdays per year to support the University's Open Days.

Main duties and responsibilities

1	Marketing Strategy
	i. Work with the Marketing & Communications Manager to implement and refine an effective marketing, communications and recruitment strategy in line with the Faculty's vision and objectives. Take responsibility for specific marketing projects

	<ul style="list-style-type: none"> ii. Collate competitor, market and customer analysis data to support decision making in terms of portfolio development, pricing and recruitment strategies. Identify key market trends and developments both at home and overseas in conjunction with Recruitment & Admissions office iii. Monitor and evaluate marketing activity and provide suggestions for remedial action where necessary iv. Develop effective internal communication processes and procedures to ensure coherent activity, marketing awareness and buy-in across the Faculty. Provide support and advice to staff on all aspects of marketing and recruitment v. Liaise with key central University services to ensure that the Faculty's marketing and communication strategies complement and support the University's corporate strategies
2	<p>Marketing Communications</p> <p>Digital and web</p> <ul style="list-style-type: none"> i. Support the Web Content Editor in developing web content, ensuring information is up to date and promotes the faculty to internal and external audiences. ii. Schedule, create, send and evaluate offer holder communications through our CRM system iii. Update the content of the Faculty's presence on external websites. iv. Create digital content (including text, images, audio and video) for the website and social media to deliver clear consistent messages across channels. v. Work with external agencies in setting up, monitoring and analysing digital advertising campaigns vi. Develop and maintain up-to-date knowledge of digital and marketing developments to provide expert help to colleagues across the University. Provide ideas and input into the development of digital resources and e-marketing materials <p>Marketing collateral and publicity material</p> <ul style="list-style-type: none"> i. Develop a range of marketing, promotional and publicity materials in line with corporate requirements and to visual identity and style guidelines. Liaise with designers/printers and assist with proofreading, copy writing, editing and information collection ii. Organise and manage new video footage and photo shoots both internally and externally when required iii. Oversee the co-ordination and writing of the Faculty's entries into the University prospectuses iv. Source and write student, research, industry and alumni testimonials and case studies to promote through print and online (e.g. website and social media) v. Proactively seek out information and encourage staff to promote their research and teaching activities through established channels vi. Provide support for the scheduling, implementation and monitoring of marketing communications and take responsibility for organising specific media activities vii. Measure, analyse and improve methods of recording and reporting information to ascertain the effectiveness of marketing.

3	Resources i. Manage the Faculty's marketing supplies, publicity materials, displays etc.
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 post-holder. 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 post holder.	

Person Specification

Criteria: Professional and Academic Qualifications	Essential	Desirable
Chartered Institute of Marketing qualification or equivalent		✓
Education to degree level or significant experience	✓	

Criteria: Experience/Knowledge	Essential	Desirable
Significant experience of working in a marketing environment or relevant professional experience with demonstrable responsibility for a broad range of tasks	✓	
Experience of writing copy for the web following best practice and editorial guidelines	✓	
Experience of producing engaging and effective content for digital channels (e.g. website, email, social media)	✓	
Ability to produce other types of content including images, audio and video		✓
Experience of working to pre-defined web/social media standards		✓
Ability to use web analytics tools (e.g. Google Analytics)		✓
Experience of working within Higher Education and awareness of policy developments in sector		✓
Excellent knowledge and application of standard IT packages and databases including presentation and graphic design packages	✓	
Evidence of effective team working and engaging and motivating others	✓	
Experience of coaching/training other staff		✓
Proven ability to work on own initiative, largely unsupervised and as part of a small team	✓	
Experience of effectively organising a busy workload with sometimes conflicting priorities, to meet deadlines	✓	
High level of literacy and ability to draft correspondence, reports, papers, briefing notes	✓	

Criteria: Skills	Essential	Desirable
Proven ability to communicate confidently and effectively both orally and in writing	✓	
Excellent interpersonal skills in order to adapt communication approach to suit the audience and to work with staff at all levels	✓	
Ability to coordinate resources other than oneself and managing a variety of tasks at the same time	✓	
Excellent project and self-management skills with the ability to prioritise a heavy and varied workload and keep track of ongoing projects to	✓	

conflicting deadlines		
Competent, conscientious and motivated with a methodical approach to work	✓	
Ability to be adaptable and flexible and to learn new skills quickly	✓	
Information management skills including a high level of accuracy and attention to detail and the ability to analyse and present complex data	✓	

Effective Behaviours*

To be most effective in this role the University has identified a set of effective behaviours. These behaviours do not examine technical competence, rather they identify the behaviour patterns that are valued due to them being consistent with high performance across the organisation. This table identifies how the EBF applies to this specific role:

Grade 6 Officer	
Area of influence	Across the Faculty
Managing self and personal skills:	<ul style="list-style-type: none"> • Acts as a role model to others in both verbal and non-verbal communication • Respects confidentiality and demonstrates sensitivity when dealing with team issues • Ensures regular, clear and consistent communication • Fosters an open, transparent working environment • Treats all members of the team with fairness and equity • Develops an awareness of the wellbeing of all members of the team
Delivering excellent service:	<ul style="list-style-type: none"> • Listens with empathy, questions and clarifies in order to understand the needs of others • Tailors communication to meet the needs of stakeholders • Uses feedback to drive improvements • Fosters a continuous improvement philosophy • Demonstrates commitment to consistent service standards and on-going service improvement • Embeds a culture of continual reflection and improvement in team practices • Shares knowledge and trains others • Understands the operational plans that support the achievement of strategic goals and how this fits with team objectives
Finding innovative solutions:	<ul style="list-style-type: none"> • Supports others to find their own solutions rather than giving all the answers • Coaches and guides others in developing and implementing innovative solutions, encouraging others to take acceptable risks • Shares learning and experience to facilitate others' decision making • Gives others the space and freedom to be creative
Embracing change:	<ul style="list-style-type: none"> • Leads others through times of change with positivity, influence and persuasion • Able to articulate the drivers for change

	<ul style="list-style-type: none"> • Initiates and embraces change, supporting and encouraging others in developing and testing new ideas • Encourages experimentation and new ways of working • Adapts approach to respond to changes within and outside the University
Using resources:	<ul style="list-style-type: none"> • Is perceptive in identifying the information and knowledge people need and why they need it • Draws on others' knowledge, skills and experience • Liaises outside of immediate work area to maximise use of resources within the University • Deploys resources efficiently, at the right levels, delegating appropriately • Considers costs as part of the equation when planning a development
Engaging with the big picture:	<ul style="list-style-type: none"> • Understands the link between University and Faculty strategy, setting individual and team objectives accordingly • Proactively builds and utilises networks with colleagues across the University • Understands different perspectives and ways of working • Can clearly articulate the context within which the team is operating • Takes an active interest in what is happening more widely in the University and informs others where appropriate
Developing self and others:	<ul style="list-style-type: none"> • Gives and receives constructive feedback as part of normal day-to-day work activity • Celebrates team successes, acknowledging the contributions of others • Plans for the effective development of others, providing opportunities in an equitable manner • Chairs team meetings effectively, ensuring everyone has an opportunity to contribute • Provides creative work opportunities to stretch, empower and develop team members • Is self-starting, motivated, and self-aware • Identifies, celebrates and encourages the strengths of individuals in the team and works on effectively addressing areas for improvement
Working with people:	<ul style="list-style-type: none"> • Co-operates willingly to support the achievement of team goals • Understands a range of perspectives to help reach agreement • Communicates effectively by sharing relevant information and keeping others informed • Recognises and respects the roles, responsibilities, interests and concerns of colleagues and stakeholders • Surfaces and addresses conflicts early to quickly reach resolutions • Demonstrates honesty and integrity by sharing the credit with others • Adapts communication style in order to foster positive relationships • Celebrates the successes of others

	<ul style="list-style-type: none"> • Deals with complaints of inappropriate behaviour or performance of team members, following the University policies and procedures
Achieving results:	<ul style="list-style-type: none"> • Gains and maintains the support of key colleagues and other stakeholders in order to produce outcomes • Monitors progress and provides regular updates • Prioritises team activities according to importance and urgency • Takes the time to celebrate successes • Shares credit for successful outcomes with others • Is able to adapt quickly to changing demands • Gains buy-in from others without direct authority