

Job Description

Job title:	Marketing Officer
Department/School:	IAAPS Implementation Team
Grade:	6. Fixed Term to March 2021
Location:	IAAPS Implementation Office

Job purpose

The University of Bath has secured £70m to build a new state of the art automotive research and innovation institute at the Bristol and Bath Science Park. Opening in 2021, IAAPS will enable transformational research in collaboration with leading automotive companies and partners to accelerate the transition to ultra-low and zero emission vehicles. A communication strategy has been built to inform and engage with major stakeholders ranging from prospective automotive industry partners, research collaborators, policy makers, funders and local communities throughout the development of the project, ensuring a strong pipeline of awareness and commercial and academic interest in IAAPS when it becomes operational in 2021. The Marketing Officer will support on the implementation of the IAAPS marketing strategy across the full marketing mix, including event organisation and delivery, digital and social media platform content creation and development, marketing collateral production, advertising planning and implementation, media buying and PR, , as well as campaign tracking and reporting. This role provides an opportunity to develop marketing insight and experience across a wide range of channels at a time when IAAPS will be going through a major and exciting period of development.

Source and nature of management provided

IAAPS Communications Lead

Staff management responsibility

None

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. 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 <ul style="list-style-type: none"> i. Work with the IAAPS Communications Lead to implement and refine an effective marketing strategy in accordance with the strategic vision and objectives and take responsibility for specific marketing projects ii. Collate competitor, market and customer analysis data to support decision making in terms of marketing activity development and delivery iii. Develop a good working relationship with key stakeholders across the IAAPS implementation and academic teams, as well as across the wider University teams to effectively deliver joined up marketing activities. These stakeholder groups will include but not be limited to IAAPS Implementation
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	<p>Team, the IAAPS Institute, academics, technicians, Department of Marketing and Communications, IDPS and the Faculty Marketing Teams</p> <ul style="list-style-type: none"> iv. Monitor and evaluate marketing activity and provide suggestions for remedial action where necessary v. Develop effective internal communication processes and procedures to ensure coherent activity, marketing awareness and buy-in across the University. Provide support and advice to staff on all aspects of IAAPS. vi. Liaise with key central University services to ensure that IAAPS's marketing and communication strategies complement and support the University's corporate strategies vii. Work together with the Faculty Marketing Managers to share best practice and encourage professionalism in marketing
2	<p>Marketing Communications</p> <p>Digital and web</p> <ul style="list-style-type: none"> i. Support the IAAPS Communications Lead in developing web content, ensuring information is up to date and promotes IAAPS to internal and external audiences. ii. Manage and develop web and social media content to ensure that content accurately reflects IAAPS' vision and objectives and effectively promotes the profile of IAAPS to internal and external audiences. Provide ideas and input into the development of digital resources and e-marketing materials iii. Take responsibility for the creation of a 9-12 month editorial calendar to ensure a proactive and planned approach to content creation and posting. Actively source and post content to support the vibrancy of the IAAPS offering, from success stories about the team, research outputs as well as build updates on the new facility iv. Schedule, create, send and evaluate IAAPS database communications through our CRM system to communicate to, and engage with, a wide range of stakeholders, from existing partners and industrial collaborators to potential future funders and networks v. Update the content of the IAAPS' presence on external websites. vi. Create digital content (including text, images, audio and video) for the IAAPS website and social media channels to deliver clear consistent messages across channels. vii. Support the IAAPS Communications Lead in the implementation of an outsourced website, co-ordinating activity and site management and developments with an external web design agency viii. Work with external agencies in setting up, monitoring and analysing digital advertising campaigns ix. Develop and maintain up-to-date knowledge of digital and marketing developments to provide expert help to colleagues within the IAAPS teams. 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"> x. Develop a range of marketing, promotional and publicity materials in line with IAAPS corporate requirements, adopting the IAAPS' visual identity; source industry partner, student and alumni testimonials, liaise with designers for all production issues

	<ul style="list-style-type: none"> xi. Prepare presentations for use at events and conferences, organise promotional events, open days and co-ordinate IAAPS' presence at exhibitions both nationally and internationally. Ensure prompt follow-up by academics on exhibition enquiries/leads and provide post-event market analysis xii. Oversee the production of displays, posters etc for communal exhibition areas, foyers etc. Establish and maintain the IAAPS Asset Deck on Sharepoint, arrange photo sessions as and when required xiii. Proactively seek out information and encourage staff to promote their research and teaching activities for PR purposes, write/co-ordinate press releases, take advantage of using other media where appropriate and work with the Corporate Communications team to maximise opportunities. xiv. Book, design and track advertising for IAAPS as required. Provide creative input into new advertising campaigns, liaison with designers/printers and assistance with proofreading, copy writing, editing copy and information collection xv. Provide support for the scheduling, implementation and monitoring of marketing communications and take responsibility for organising specific media activities and events xvi. Measure, analyse and improve methods of recording and reporting information to ascertain the effectiveness of marketing.
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3	Resources <ul style="list-style-type: none"> i. Manage IAAPS marketing supplies, publicity materials, displays etc, including co-ordination and provision of branded materials for all events, showcases and staff and student recruitment activities
<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 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.</p>	

Person Specification

Criteria: Professional Qualifications	Essential	Desirable
Chartered Institute of Marketing qualification or equivalent		✓

Criteria: Academic Qualifications	Essential	Desirable
Education to degree level or equivalent	✓	

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 and print materials 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 Powerpoint	✓	
Excellent knowledge and application of 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 communicate effectively with staff at all levels of seniority, students and members of the public	✓	

Ability to coordinate resources other than oneself (arrange events, supervising others), managing a variety of tasks at the same time	✓	
Capacity to manage and prioritise a high workload, often working to tight 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	✓	
Ability to think strategically and develop and implement policy		✓

Effective Behaviours Framework

The University has identified a set of effective behaviours which we value and have found to be consistent with high performance across the organisation. Part of the selection process for this post will be to assess whether candidates have demonstrably exhibited these behaviours previously.

Managing self and personal skills:

Willing and able to assess and apply own skills, abilities and experience. Being aware of own behaviour and how it impacts on others.

Delivering excellent service:

Providing the best quality service to all students and staff and to external customers e.g. clients, suppliers. Building genuine and open long-term relationships in order to drive up service standards.

Finding innovative solutions:

Taking a holistic view and working enthusiastically and with creativity to analyse problems and develop innovative and workable solutions. Identifying opportunities for innovation.

Embracing change:

Adjusting to unfamiliar situations, demands and changing roles. Seeing change as an opportunity and being receptive to new ideas.

Using resources:

Making effective use of available resources including people, information, networks and budgets. Being aware of the financial and commercial aspects of the University.

Engaging with the big picture:

Seeing the work that you do in the context of the bigger picture e.g. in the context of what the University/other departments are striving to achieve and taking a long-term view. Communicating vision clearly and enthusiastically to inspire and motivate others.

Developing self and others:

Showing commitment to own development and supporting and encouraging others to develop their knowledge, skills and behaviours to enable them to reach their full potential for the wider benefit of the University.

Working with people:

Working co-operatively with others in order to achieve objectives. Demonstrating a commitment to diversity and applying a wider range of interpersonal skills.

Achieving results:

Planning and organising workloads to ensure that deadlines are met within resource constraints. Consistently meeting objectives and success criteria.