

ABOUT LOUGHBOROUGH UNIVERSITY

MARKETING AND ADVANCEMENT

MARKETING ASSISTANT

REQ15391

JUNE 2015

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

JOB DESCRIPTION

Job Grade: Administrative Grade 5

Job Purpose:

To provide effective and efficient marketing support to the Undergraduate Campaigns Officer and the wider recruitment marketing team. The role will involve planning, coordinating and supporting advertising and communications campaigns, video and photo shoots, exhibitions, events, social media activity and providing some administrative support as required.

Duties & Responsibilities:

Marketing Support:

Work with colleagues in the recruitment marketing team on a range projects, including:

- Assist with the organisation and running of photo shoots
- Assist with the production of marketing collateral such as brochures, inserts, posters and banner stands including image searches, marking up amends, editing content, proof reading and layout
- Assist with the production and electronic delivery of e-marketing materials
- Proofing and updating copy for adverts and co-ordinating advertising activity
- Undertake image searches for the production of marketing materials, using both stock libraries and the University image bank
- Liaise with external marketing suppliers to obtain quotations, and ensure procedures for filing and auditing of all tenders and quotations are centrally recorded
- Undertake desk research for marketing projects as directed

- Undertake basic proofing and grammar checks for both on and offline materials
- Use content management systems to edit and update text and images on websites managed by the team, and to efficiently deal with any basic copy amends requested by internal stakeholders
- Provide logos and images in various formats and resolutions to external parties
- Assist with fulfilment processes such as external mailings, direct mail campaigns and internal deliveries

General administrative support:

Provide administrative support to the Marketing team to ensure effective delivery of marketing campaigns, events and projects, and the overall efficient running of the department:

- Arrange project meetings, appointments, agendas, room bookings and refreshments, AV, general diary management and post delivery as required
- Provide minutes for team meetings, campaign meetings and disseminate action points to internal stakeholders engaged in campaign projects
- Ensure sign-off forms, model release forms and any other permission rights protecting the University's ownership of intellectual property and proprietary design rights are collated for each project and are duly recorded.
- Establish and maintain electronic and hardcopy filing systems for marketing projects as required
- Manage central marketing stocks of printed materials, including arranging for the responsible recycling of materials and ordering new stocks as and when required
- Manage delivery of materials to colleagues across the institution
- Support ad hoc projects or research activities by co-ordinating correspondence with internal and external contacts
- Deal with all general enquiries coming into the department by phone and e-mail in a professional manner by responding to any queries, or recording and transferring accordingly
- Provide telephone cover for the department as requested. Answer calls from advertisers, designers and potential prospective resources and keep a resources filing system

Database support:

- Deal with copy changes and approvals via a content management system (CMS) for online prospectus updates including updating generic web pages and ensuring they are in line with corporate style
- Update course listings on a wide range of listings sites

Support the recruitment marketing team by:

- Maintaining and updating the information and documentation on the Marketing and Advancement website
- Assisting with the compilation of the Marketing and Advancement e-newsletter
- Attending team meetings and events as required
- Participating in meetings and, where necessary, liaising with key contacts including designers, photographers, copywriters and printers
- Any other duties required by the post

Organisational Responsibility:

Reports to UG Campaigns Officer

Special Conditions:

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Your duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

MARKETING AND ADVANCEMENT

PERSON SPECIFICATION

Job Title: Marketing Assistant

Job Grade: Administrative Grade 5

	Essential	Desirable	Stage to be assessed
Education/Qualifications	Educated to A Level or equivalent	Educated to degree level or equivalent Professional qualification, or working towards a professional qualification, preferably Marketing related	1
Experience	Significant experience in an administrative or related role Experience of working in a customer focused environment	Experience of working in a large and complex organisation	1, 3 1, 3
Skills & Abilities	Excellent administrative skills Excellent customer service skills Excellent communication skills, both verbal and written Excellent organisation skills with the ability to prioritise workloads and demonstrate flexibility Proficient in Microsoft Office, particularly Word and Excel Thorough knowledge of email and Internet An eye for attention to details	Knowledge of Higher Education, particularly within a recruitment context	1, 2, 3 1, 2, 3 1, 3 1, 2, 3 1, 2, 3 1, 3 1, 2, 3

	Judgment and understanding of how to respond to and route a diverse range of enquiries		1, 2, 3
	The ability to work under pressure		1, 3
	'Can do' attitude		1, 3
	Ability to work independently and in a team		1, 3
	An interest in marketing/student recruitment		1, 2, 3
Training	A willingness to undertake further training as appropriate, and to adopt new procedures as and when required		3
Other	Understanding the importance of confidentiality		1, 3
	A commitment to equality and diversity		1, 3
	Ability to be diplomatic in sensitive situations		1, 3
	Reliable, organised and responsible		1, 3
	Willingness to work occasional weekends and evenings		1,3

Stages in Assessment: 1: Application Form, 2: Skills Test, 3: Interview

Conditions of Service:

This is a full-time, open ended appointment. The starting salary for the post will be on Administrative Grade 5, £23,386 to £27,864 per annum at a starting salary commensurate with experience and qualifications.

The appointment will be subject to the University's normal Terms and Conditions of Employment for Operational and Administrative staff, details of which can be found at: <http://www.lboro.ac.uk/services/hr/a-z/conditions-of-service.html>

Informal Enquiries:

Informal enquiries are welcomed and should be directed to Vicky Meldrum, by email at V.V.Meldrum@lboro.ac.uk or by telephone on +44 (0)1509 223495.

Applications

The closing date for applications is **28 June 2015**. Interviews will be held on 15 July 2015.