

## Marketing Assistant (Loughborough University London)

Job Ref: REQ17777

**As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.**

### Department summary

Marketing and Advancement is an exciting new division which brings together a wide range of teams spanning marketing, communications, web and digital, student recruitment, outreach, market research, international recruitment, creative services and print, and development and alumni relations.

### Job Description

**Job Grade:** Administrative Services Grade 5

#### Job Purpose

We require a dynamic, forward thinking individual to join our award winning marketing team specifically to promote our Loughborough University London (LU London) campus. Reporting to the LU London Marketing Officer you will be responsible for supporting all the marketing activity and related campaigns to all our target markets (UK, EU and International) to promote the work of our postgraduate only campus located on the Queen Elizabeth Olympic Park. This exciting role provides a variety of activity that will involve planning, coordinating and supporting marketing campaigns, video and photo shoots, exhibitions, events, social media activity, online content creation and CRM.

The post holder will be based within the Marketing Office at the Loughborough campus with travel to London as required.

#### Job Duties

##### Project coordination

- Assist with the production of all marketing collateral to deadline and within budget.
- Support the LU London Marketing Officer in the delivery of the Loughborough University London elements of the postgraduate hard copy and online prospectuses and any associated physical marketing collateral e.g. brochures.
- Refresh and update the CRM email communication streams for LU London throughout the recruitment cycle.
- Working with the LU London Marketing Officer and the creative team produce digital and other marketing assets for social media and other communication channels.
- Coordinate content generation via photo and video shoots and the collection of case study material from existing students, alumni, staff and other key stakeholders.
- Organise market research (focus groups, online surveys) where appropriate and undertake desk research for marketing research projects as directed.
- Co-ordinate the conversion calling campaigns and web chats for all prospective students across all markets (UK, EU and International).

- Write engaging, dynamic, relevant and accurate marketing copy appropriately targeted to each market segment or stakeholder. Continually refresh and update any existing marketing copy across all communications channels and social media.
- Use the University's website content management system to edit and update text and images on the LU London website, and ensure our web presence is engaging, accurate, contemporary and continually market led.
- Drive online traffic to the LU London website through any digital campaigns e.g. external web sites, social activity or paid social media advertising.

## **Events**

- Coordinate marketing events and associated marketing activity. This will include liaising directly with in-house print/web designers to produce collateral, liaising with internal and external speakers and organising venues and catering.
- Plan and coordinate events such as, open days/fairs (producing display stands, organising video displays and supporting social media activity), and special University events if required.
- Review and advise on the success of all recruitment events and co-ordinate our attendance at postgraduate study fairs each year.
- You will assist staff within the Marketing and Advancement teams across the University, providing ad hoc support on additional key events and projects such as Loughborough open days and graduation.

## **Other**

- You will ensure value for money is achieved through economies of scale and use of best practice.
- You will provide guidance and advice to the wider University on matters relating to the LU London brand (including key messages), ensuring that professional standards are maintained.

## Person Specification

Your application will be reviewed with respect to meeting the essential and desirable criteria listed below. Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

### Essential Criteria

Area	Criteria	Stage
Experience	Significant experience in the organisation and delivery of events or exhibitions.	1,3
	Experience of producing editorial/working with designers to produce printed and online publications including e-newsletters and video.	1,3
	Previous experience of working as part of a team working with a variety of staff at different levels.	1,3
Skills and abilities	Excellent organisational, interpersonal and negotiating/ communication skills.	1,3
	Excellent copywriting and proof reading skills.	1,2,3
	Excellent attention to detail and a proven track record of producing high quality marketing materials	1,2,3
	Experience producing dynamic and original content for websites, social media and print	1,3
	Ability to prioritise own workload, use initiative and manage deadlines.	1,3
	Self-motivated, enthusiastic, adaptable and creative.	1,3
	Proficient in Microsoft Office, particularly Word, Excel and PowerPoint.	1,3
Training	A willingness to undertake further training as appropriate, and to adopt new procedures as and when required	1,3
Qualifications	Educated to at least A-level standard or equivalent.	1
Other	Evidence a good working knowledge of equal opportunities and understanding of diversity in the workplace	1,3
	Flexibility to work out of hours as required	1,3
	Willingness to work occasional evenings and weekends	1,3

### Desirable Criteria

Area	Criteria	Stage
Experience	Degree in business or marketing subject or equivalent professional qualifications.	1
	Previous experience of working in Higher Education	1,3
	Experience producing content for international social media platforms (ie: WeChat, Weibo)	1,3
	Experience in carrying out and analysing market research.	1,3
	Knowledge of new media / web technology.	1,3

## Conditions of Service

The position is full time, open-ended. Salary will be Administrative Grade 5 £23,879 - £28,452 per annum, subject to annual pay award. Starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's normal Terms and Conditions of Employment for Academic and Related staff/Operational and Administrative staff, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which are available at <http://www.lboro.ac.uk/services/hr/a-z/family-leave-policy-and-procedure---page.html>.

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>

## Informal Enquiries

Informal enquiries should be made to Lauren Dunning, Marketing Officer for Loughborough University London by email: [l.dunning@lboro.ac.uk](mailto:l.dunning@lboro.ac.uk)

## Applications

Deadline for application: **Sunday 17 September 2017**, Date of interviews: **Wednesday 27 September 2017**