UNDERGRADUATE MARKETING COORDINATOR

REQ190826

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.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 award-winning team 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
Reporting to the Undergraduate (UG) Marketing Officer, the role will be responsible for supporting all marketing activity and related campaigns to promote our undergraduate courses and student experience. This exciting role provides a variety of activity that will involve planning, coordinating and supporting marketing campaigns, video and photo shoots, events, review and profile site maintenance, online content creation, proofreading and SCRM.

Job Duties

Project co-ordination

- Assist with the production of all marketing collateral to deadline and within budget.
- Support the UG Marketing Officer in the delivery of the undergraduate hard copy and online prospectuses and any associated marketing collateral.
- Take ownership of the CRM email communication streams for undergraduate audiences. Create and deliver targeted emails at relevant points within the recruitment cycle to convert enquirers, applicants and offer-holders.
- Co-ordinate web chats for all prospective students across all markets (UK, EU and International).
- Organise market research (focus groups, online surveys) where appropriate and undertake desk research for marketing research projects as directed.
- Monitoring competitor websites and making recommendations for content additions and changes to develop and/or maintain a competitive advantage.

Content creation

- 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.

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- Use the University's website content management system to edit and update text and images on the UG online prospectus, and ensure our web presence is engaging, accurate, contemporary and continually market led.

- Drive online traffic to the university website through any digital campaigns e.g. external web sites, social activity or paid social media advertising.

- Co-ordinate content generation via photo and video shoots and the collection of case study material from existing students, alumni, staff and other key stakeholders.

- Liaise with Creative and Print Services to update key publications as necessary, producing and adhering to schedules.

- Be responsible for sourcing and editing new case studies for recruitment and conversion campaigns and materials.

Other

- To support the Undergraduate Marketing Officer with producing quarterly snapshot reports on recent marketing activity, including sourcing, analysing and presenting data.

- 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 duly recorded.

- Establish and maintain electronic and hardcopy filing systems for marketing projects as required.

- Manage delivery of materials to colleagues across the institution.

- Seek quotations and arrange purchase orders, payment and delivery of marketing materials.

- 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, HE fairs, clearing and graduation.

- Ensure compliance with relevant legislation such as GDPR and CMA.

Points to Note
The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

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. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University Policies/Procedures.

Successful completion of probation will be dependent on attendance of the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

Organisational Responsibility
Reports directly to the UG Marketing Officer.

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Person Specification

Your application will be reviewed with respect to meeting 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	Experience of working in a marketing role creating dynamic content and assets across print, web and digital	1,2,3
	Experience of producing editorial and working with designers	1,3
	Experience of commissioning photography and video	1,3
	Experience of working as part of a team with a variety of staff at different levels	1,3
Skills and abilities	Excellent organisational, interpersonal and negotiating/communication skills	1,3
	A range of marketing and communication skills, including digital/social marketing	1,3
	Strong copywriting and proof-reading skills	1,2,3
	Ability to prioritise own workload, use initiative and manage multiple deadlines	1,3
	Self-motivated, enthusiastic, adaptable and creative	1,3
	Excellent attention to detail and a proven track record of producing high quality marketing materials	1,2,3
	Customer-focused approach and data driven	1,3
	Proficient in Microsoft Office, including Word, Excel and PowerPoint skills	1,2,3
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	Commitment to observing the University's Equal Opportunities Policy at all times	1
	Understanding and experience of adhering to relevant legislation such as GDPR and CMA	1
	Willingness to work occasional out of hours (evenings and weekends) as required	1

Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working in Higher Education or a complex organisation	1,3
	Experience in carrying out and analysing market research	1,3
	Experience in the organisation and delivery of events or exhibitions	1
	A sound understanding of digital marketing including organic, paid search, paid social, and use of new digital technologies	1
Qualifications	First degree or equivalent	1
	Marketing qualification or working towards e.g. CIM	1

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Conditions of Service

The position is **full-time** and **open-ended**. Salary will be Administrative Grade 5 (£25,217 - £30,046 per annum) at starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's Terms and Conditions of Employment for Grades 1-5 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 can be found here.

The University offers a wide range of employee benefits which can be found here.

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/

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