

## SCHOOL MARKETING OFFICER (SCHOOL OF DESIGN AND CREATIVE ARTS)

REQ191160

**As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.**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:** Management & Specialist Grade 6

#### Job Purpose

Develop and deliver School marketing and communication plans to support School/Departmental strategic objectives and priorities and the wider University's overarching marketing and recruitment strategies. The post-holder will operationally manage, implement and monitor multiple campaigns and projects spanning student recruitment (undergraduate and postgraduate), research and enterprise to enhance the School of Design and Creative Arts profile and the University's reputation as a high-quality first choice destination in both the UK and overseas.

As part of the Marketing and Advancement team, the post will report into the School Marketing Manager (who reports into the Head of Marketing) and work closely and collaboratively with Operation Managers and School staff to deliver a flexible and innovative approach across the broad spectrum of marketing and communications, whilst ensuring compliance with the University's brand and relevant legislation such as GDPR and CMA.

### Job Duties

#### Planning/Intelligence

- Lead the development and delivery of undergraduate and postgraduate (taught and research) recruitment and conversion plans/campaigns across the School of Design and Creative Arts, ensuring that these are informed by University and School strategies and aligned with central plans and campaigns.
- Working closely with the Enterprise Marketing and Corporate Communications teams, develop and integrate School research and enterprise marketing and communications plans to successfully promote the School of Design and Creative Arts research capabilities and enterprise activities to a wide range of stakeholders.
- Set clear campaign objectives and measurements of success. Report back regularly on performance and use data to assist future decisions and make refinements to activity as needed to drive applications and conversions.
- Utilise and undertake market research and evaluation in conjunction with the Market Research team where required, including competitor analysis and market scanning to support decision-making and identify new opportunities for the School/Departments.

#### Marketing Communications

- Utilising University print/web designers and web content developers, create, write and coordinate production of all School/Department marketing communications in line with University-wide branding.
- For individual markets, and informed by relevant market research, create suitable recruitment marketing and conversion tactics using appropriate media.
- Work with the Digital Engagement team on developing content plans in line with central campaigns and be responsible for generating ongoing new and interactive digital content for marketing campaigns including videos and blogs. Undertake regular content audits to identify gaps and consider alternative methods of distributing and showcasing content.

- In conjunction with the wider Marketing and Advancement team, create and deliver an effective conversion contact strategy through the CRM system.
- Oversee the maintenance and continual development of School/Department websites in conjunction with teams across Marketing and Advancement.
- Take a lead on managing the School/Department social channels and ensure that they are utilised fully.
- Actively promote research and enterprise activities to enhance the School/Department's reputation.
- Encourage the engagement of academic colleagues and the growth of media coverage for PR opportunities, fully maximising the use of news stories across the School of Design and Creative Arts.
- Contribute to the collation of the undergraduate and postgraduate hardcopy and online prospectuses to ensure consistency of messaging and maximise effectiveness of content.
- Oversee the organisation of key the School of Design and Creative Arts recruitment and research events including University open days, coordinating the production of marketing materials where relevant.
- Where relevant, represent Schools/Departments/the University on visits to external organisations and events.

### **Internal Marketing**

- Provide guidance, advice and updates to Schools/Departments on matters relating to marketing ensuring that the University's marketing objectives are achieved, and professional brand standards and key messages are maintained.
- Where appropriate, provide 'marketing update' presentations and regular reports on the performance of activities to relevant teams across the University.

### **Working with other Departments**

- The role holder will build and develop effective working relationships with colleagues across the School/Departments and within Marketing and Advancement, including ongoing liaison with other central and School Marketing Officers to share best practice.
- The role will work closely with colleagues in a variety of different departments including Student Recruitment and Admissions, the Doctoral College, Careers Network and Student Services.

### **Other**

- The post holder will line manage a Marketing Co-ordinator, and Interns where appropriate and supervise student ambassadors or additional staff as required.
- Ensure compliance with relevant legislation such as GDPR and CMA.
- Effectively plan and manage annual marketing related budgets.
- As part of Marketing and Advancement, the post may be required to work on wider projects at University level.

### **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 School Marketing Manager who reports into the Head of Marketing. The role is centrally line managed but is primarily locally based within the School of Design and Creative Arts.

## Person Specification

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	Developing and delivering multi-channelled marketing and communication plans and campaigns within budget and time constraints	1,2,3
	Experience of working in a broad-based marketing role including campaign management, writing/editing/working with print, web and digital, and event organisation	1,3
	Experience of various market research and evaluation techniques, including analysis	1,3
	Previous experience of working as part of a team	1,3
	Digital marketing experience including organic, paid search, paid social, and use of new digital technologies	1,3
Skills and abilities	Excellent organisational, interpersonal and negotiating/communication skills	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	1,2,3
	Customer-focused approach and results driven	1,3
	Word processing, spreadsheet and presentation software (e.g. PowerPoint) skills	1,2,3
	Able to establish personal credibility and influence others at all levels in the University	1,3
	Creative outlook and innovative approach to problem-solving	
Training	A willingness to undertake further training as appropriate and to adopt new procedures as and when required	3
Qualifications	First degree or equivalent	1
	CIM qualified or working towards	1
Other	Commitment to observing the University's Equal Opportunities Policy at all times	3
	Understanding and experience of adhering to relevant legislation such as GDPR and CMA	1

### Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working with the media	1,3
	Experience of working in Higher Education	1,3

	Experience of supervising staff and managing budgets	1,3
Qualifications	Membership of a relevant professional institute	1
Skills and abilities	Knowledge of new media/web technologies	1,3

## Conditions of Service

The position is **full-time, open-ended**. Salary will be on Management & Specialist Grade 6, (£30,942 to £40,322 per annum at a 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 Grade 6 and above 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/>