

C-DICE Marketing Coordinator (Fixed Term until December 2024) REQ221041

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

The Centre for Postdoctoral Development in Infrastructure, Cities and Energy (C-DICE) is a programme for developing postdoctoral talent in these sectors. It brings together into a network, 18 higher education institutions from two other projects, the Energy Research Accelerator (ERA) and the UK Collaboratorium for Research in Infrastructure and Cities (UKCRIC).

The Centre is led by Loughborough University, in partnership with the Universities of Cranfield and Birmingham, with each University leading a hub of the C-DICE programme (training, impact, development). The Impact Hub is based in the School of Architecture, Civil and Building Engineering at Loughborough University and is seeking an enthusiastic individual with proven marketing skills to deliver our marketing to maximise attendance at our training and events, develop our profile nationally to postdoctoral researchers, to existing and potential industry and academic partners, oversee design and print, manage our digital/online presence, and evaluate our activities.

This is an exciting opportunity for someone to join C-DICE as a marketing officer, in return, the University offers good employment conditions and benefits and excellent opportunities for personal and career development.

You should have excellent communication skills, high quality administrative skills and great attention to detail. You will be someone who can excite people about C-DICE and be an advocate for the benefits of taking part in our programme. You will also coordinate an approach to managing the wide range of stakeholders in the project.

Job Description

Job Grade:

Job Purpose

The Marketing Officer will be responsible for effectively communicating and creating content about the C-DICE project and its activities via a range of communication channels. The Marketing Officer will create and coordinate a plan and a mechanism for customer relationship management (CRM) of stakeholders. As C-DICE mostly targets postdoctoral researchers, the Marketing Officer will coordinate and create marketing campaigns specifically to attract this community to its events and activities.

Job Duties

Marketing coordination

- Support the C-DICE team in delivering marketing and communications for the project, ensuring coordination, consistency, and alignment across the different C-DICE strands.
- Coordinate the production of C-DICE marketing materials to deadline and within budget.
- Coordinate the collection and evaluation of feedback from events and activities and implement findings.
- Work with C-DICE partners to maximise the reach of C-DICE marketing.

Customer Relationship Management

- Develop effective working relationships with key stakeholders and colleagues across the wider C-DICE community team including partner universities, UKCRIC, ERA etc.
- Develop effective working relationships with colleagues in the School and University.
- Develop a Customer Relationship Management (CRM) system to manage and monitor key C-DICE relationships, stakeholders and communications.
- Create and implement a stakeholder engagement plan to monitor and maximise impact from these relationships.
- Create new and manage existing mailing lists as part of the CRM.

Content creation

- Work closely with the strand leads to develop content for, but not limited to, the website, newsletter, direct (e)mail, social media.
- Maximise the efficacy of Inkpath, our platform for postdoc registration and pathways.
- Pro-actively work with the C-DICE strands, partners, colleagues to gather and create content.
- Actively develop and exploit C-DICE outputs to create case studies, success stories and similar for all marketing channels.
- Update and provide content for the C-DICE website, work with colleagues in Design and Print for technical updates.
- Create and deliver targeted emails for C-DICE activities and events.
- Provide a lead for the team in creating hard copy materials.
- Ensure that the creation of marketing materials adheres to the C-DICE environmental policy.
- Write engaging, dynamic, relevant, and accurate marketing copy appropriately targeted primarily for postdoctoral researchers and other audiences as appropriate.
- Continue to develop the existing C-DICE brand.
- Keep abreast of best practice in marketing for equity, diversity and inclusion (EDI)
- Keep abreast of marketing innovation in the sector.

Other

- Report on all campaign performance and metrics on a regular basis and use data to refine activity.
- Work closely with the C-DICE Assistant to monitor the marketing budget and obtain best value.
- Support and assist with the running of C-DICE activities both online and in-person as required.
- Ensure compliance with relevant legislation such as GDPR.

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 C-DICE Project Manager.

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	Experience of working in a marketing role creating content and assets across print and digital	1,3
	Experience and track record in developing and using mailing lists and direct (e)mail	1,3
	Previous 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 communication skills	1,3
	Customer relationship management / stakeholder management	1,3
	A range of marketing and communication skills, including digital/social media marketing	1,2,3
	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	1,2,3
	Excellent attention to detail and a proven track record of producing high quality marketing materials	1,2,3
	Proficient in Microsoft Office, including Word, Excel and PowerPoint skills	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	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 travel to events and work occasional out of hours as required	1

Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working in Higher Education	1,3
	Experience of working on digital campaigns, measuring performance against agreed KPIs	1,3
	Experience in the organisation and delivery of events both in-person and online.	1,3
Qualifications	Degree in business or marketing subject or equivalent marketing professional qualifications or working towards e.g. CIM	1

Conditions of Service

The position is a full time, fixed-term contract until 31 December 2024. Salary will be on Administrative Services Grade 5 (£26,396 - £31,411) 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 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/>