

MARKETING CO-ORDINATOR

REQ230379

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.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

This post is based at Loughborough University London and as such will focus on postgraduate taught and research markets in the UK and overseas.

Working alongside the London Marketing Manager and other colleagues supporting future student, brand and reputation activity, the marketing co-ordinator is key to the operational delivery of the University and School marketing and communications plans and associated campaigns.

The postholder will work on a variety of activities across student recruitment and conversion (postgraduate taught and research), the applicant journey from enquirer to student, research and enterprise, and reputation.

A key aspect of the role will focus on digital content creation, including video, photography, paid and organic social media posts and assets, email marketing, blogging, and ongoing website development and maintenance, oftentimes working with Student Ambassadors to deliver content. There will also be the need to be proactive in identifying and following up on PR and case study leads, creating engaging long-form written content, and contributing content and copywriting to the prospectus and other publications. Helping to organise, support and/or attend online and in-person events will also be part of this role.

Job Duties

Project coordination

- Support the London Marketing Manager with delivering University/School based marketing and communications activities, ensuring co-ordination and alignment with central activity and organisational strategies.
- Plan, implement and evaluate digital marketing campaigns and conversion strategies to drive lead generation and conversion across paid, owned and earned media.
- Assist with the production of University/School marketing collateral to deadline and within budget.
- Utilise market research in conjunction with the Market Research team and where appropriate, organise market research (focus groups, online surveys) and undertake desk or competitor research as directed.
- Be responsible for investigating, co-ordinating, booking and evaluating potential advertising opportunities.
- Co-ordinate conversion calling campaigns and web chats as required for prospective students across all markets (UK, EU and International).
- Develop effective working relationships with key stakeholders and colleagues across the wider Marketing & Advancement team including ongoing liaison, co-ordination and sharing of best practice with central and School Marketing co-ordinators and officers.
- Effectively use project management processes that are in place and demonstrate strong stakeholder communication skills.

Content creation (digital and print)

- Research and identify leads for the basis of producing copy. Pro-actively work with School and central colleagues to gather and create ongoing School content including accolades, statistics, key messages, School news, PR material, case studies and profiles for existing students, alumni, staff, researchers, partners and key stakeholders for use across digital and print.
- Working with the Digital and Creative team, co-ordinate digital content generation via photo and video shoots and produce digital and other marketing assets for social media and other communication channels.
- Use the University's website content management system to update School web content and ensure the web presence is engaging, accurate, contemporary and continually market led.
- Optimise site content and landing pages for search engines, increasing visibility to potential students and partners.
- In collaboration with the Digital team, manage the University/School social media profiles and presence across a range of channels, by posting added value School-level content to increase engagement.
- Create and deliver targeted emails at relevant points within the recruitment cycle to convert enquirers, applicants and offer-holders using the CRM system.
- Support Marketing Officers with elements of the hard copy and online prospectuses and any associated physical marketing collateral e.g. brochures.
- Write engaging, dynamic, relevant and accurate marketing copy appropriately targeted to each market segment or stakeholder and ensure consistency with brand guidelines and central content.
- Support with the creation of content and the promotion of research and enterprise activities to enhance the University/School's reputation.

Other

- Line manage the Marketing Intern, who is a student or recent graduate on a 12-month full-time contract.
- Report back on all campaign performance and metrics on a regular basis and use data to refine activity in real time to drive applications and conversions.
- Support with marketing and recruitment events for the School at open days, visit days, fairs and other marketing events as required. Some travel may be required.
- 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.
- As part of Marketing and Advancement, the post may occasionally 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 London Marketing 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, including video	1,2,3
	Experience in the organisation and delivery of events or exhibitions	1,3
	Previous experience of working as part of a team with a variety of staff at different levels	1,3
	Digital marketing experience including organic and paid, and use of new digital technologies	1,3
	Experience creating email communications and content for a number of channels	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
	Excellent copywriting and proof-reading skills, with a focus on marketing copy and writing for SEO	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	1,2,3
	Demonstrate visual literacy and an understanding of brand identity	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 work occasional out of hours (evenings and weekends) as required	1

Desirable Criteria

Area	Criteria	Stage
Experience	Experience of producing content for international social media platforms (WeChat, Weibo)	1,3
	Experience of working in Higher Education	1,3

	Experience of working on digital campaigns, measuring performance against agreed KPIs	1,3
	Experience in carrying out and analysing market research	1,3
Qualifications	Degree in business or marketing subject or equivalent marketing professional qualifications or working towards e.g. CIM	1
Skills and abilities	Knowledge of new media/web technologies	1,3

Conditions of Service

The position is full time and open-ended. Salary will be on Administrative Grade 5, £27,396-£32,411 per annum + £3,417 London allowance. The pending 1 August 2023 pay award will be applied to both the salary range and the London allowance. 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 Kate Green, Student Recruitment Marketing Manager - k.j.green@lboro.ac.uk