

MARKETING CO-ORDINATOR (Student Accommodation Centre)

Job Ref:REQ231037

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.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

Working within the Student Accommodation Centre [SAC] to support with the review and operational delivery of the Accommodation marketing and communications plan and associated campaigns across the year. The role will work closely with the central Marketing and Advancement team and will be responsible for co-ordinating all marketing activity and supporting at key events.

A key aspect of the role will focus on digital content creation including writing engaging web and social copy, video, photography, digital assets, email marketing, ongoing website updating and online paid activity. With a particular focus on targeting emerging student markets in line with the University core plans. The post holder will also be responsible for identifying and following up on case study leads.

Job Duties

Project coordination

- Lead on marketing and communications activities within the SAC, ensuring co-ordination and alignment with central activity (including the International Engagement and impact Core Plan) and support from colleagues.
- Plan, implement and report back on organic social media campaigns.
- Assist with the production of all 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 benchmarking 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 and International).
- Develop effective working relationships with key stakeholders within the Department and colleagues across the wider Marketing & Advancement team including ongoing liaison, co-ordination and sharing of best practice with other central and school Marketing Co-ordinators and Officers.
- Be responsible for identifying opportunities to put forward applications for awards, including collating information and leading on submissions.

Content creation (digital and print)

- Research and identify opportunities to promote University Accommodation for the basis of producing copy. Pro-actively work with colleagues to gather and create ongoing content including accolades, statistics, key messages, news, PR material, case studies and profiles for existing students and alumni, doctoral researchers, partners and key stakeholders for use across digital and print.

- Working with the Digital and Creative teams, co-ordinate digital content generation through photo and video shoots and produce digital and other marketing assets for social media and other communication channels.
- Use the University's web content management system to update web content and ensure the web presence is engaging, accurate, contemporary, and continually market led.
- Create a yearly planner for updating web content and highlighting key content at different stages of the accommodation cycle
- Work with the Digital Team to optimise website and landing page content for search engines, increasing the SAC's visibility to potential students and other key stakeholders.
- In collaboration with the Digital team, manage the Accommodation social media profiles and presence across a range of channels, by creating a schedule for posting added value focused content to increase engagement. Working closely with the Customer Services and Accommodation officers to create and deliver content.
- Work with marketing colleagues to create and continuously review an accommodation marketing communications plan to deliver targeted emails at relevant points within the recruitment cycle to support recruitment and conversion.
- 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.

Other

- To act as the key contact between the SAC and Marketing and Advancement; working with SAC area leads to identify marketing priorities and develop action plans
- To oversee and direct work to Accommodation Officers and Customer Services and Accommodation officers in relation to their halls; including keeping marketing material up to date and responding to Student Crowd feedback
- Support with marketing and recruitment events for the SAC at physical and virtual open days, visit days, roadshows, fairs and other marketing events as required.
- Report back on all campaign performance metrics on a regular basis and use data to refine activity in real time.
- Ensure compliance with relevant legislation such as GDPR and CMA.
- As part of Estates and Facilities Management, the post may occasionally be required to work on wider projects at Department and 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

The post-holder is required to be flexible and may be required to work at weekends at peaks times

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 Student Accommodation Centre Manager. The role is centrally line managed but will have a dotted line to colleagues in Marketing and Advancement.

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, web and digital	1,2,3
	Experience in the organisation and delivery of events or exhibitions	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
	A sound understanding of digital marketing including organic, paid search, paid social, and use of new digital technologies	1,3
	Experience in undertaking market research and benchmarking to identify and act on new trends	1, 3
	Experience of liaising with a wide range of internal and external stakeholders	1,3
	Experience of implementing organisational change	1,3
Skills and abilities	Excellent organisational, interpersonal and negotiating/communication skills	1,3
	Proven commitment to excellent Customer Service	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, proactive, enthusiastic, adaptable and creative	1,3
	Excellent attention to detail and a proven track record of producing high quality marketing materials	1,2,3
	Ability to assimilate, interpret and present data in usable formats for decision making	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 of running digital marketing campaigns and measuring performance	1,3
	Experience of working within a Student Accommodation, Housing or Property Management environment	1,3
Qualifications	Good honours degree or equivalent	1
	Marketing qualification or working towards e.g. CIM	1

Conditions of Service

The position is full time, open-ended. Salary will be on Administrative Grade 5 (£27,979 - £32,982)

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/>