

MARKETING ASSISTANT

Job Ref: REQ250043

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.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 4**

Job Purpose

To provide effective and efficient administrative and marketing delivery support to the London marketing team. This is a varied role with responsibilities that span the website, social media, online and in person events, enquiry management, content creation, routine administrative tasks, and supporting with student recruitment campaigns.

Campus: This role is based at Loughborough University London.

Job Duties

- Provide general administrative support as needed, such as ordering refreshments or booking rooms.
- Add and amend information on the website, such as news items and events, and be proactive in discussing any website inaccuracies and opportunities with the marketing team.
- Work with the Marketing Officer to deliver a content plan for social media, reply to, share and engage with appropriate content and within best practice guidelines for the University. Escalate any areas of concern to the Marketing Manager in a timely manner.
- Monitor and provide performance data from the London social media channels.
- Undertake basic market intelligence research and reporting as required.
- Support the development of marketing content for the London campus, including video, vlogs, blogs, case studies, student testimonials photographs, how-tos, etc.
- Undertake basic proofing and grammar checks for a variety of on and offline materials.
- Provide logos and images in various formats and resolutions to external parties as required.
- Support with marketing and recruitment events for the School at open days, visit days, fairs and other marketing events, including coordinating activity with programme leads, professional services and students. Some travel may be required.
- Assist with managing enquiries through inboxes and on third-party websites, such as FindAMasters, Prospects.ac.uk and Postgrad.com
- Work with Student Ambassadors to create content that is on-brand and timely. This would include briefing the Ambassador, supporting them through the creation, ensuring the work is delivered on time, publishing the work, and ensuring payments are processed.
- Develop the internal monthly London campus newsletter, seeking content from contributors and copywriting/editing articles as required. newsletter for staff and students
- Support the wider professional services staff in the development of marketing materials e.g. presentations, bags, banners etc
- Ensure compliance with relevant University policies and procedures, including GDPR, CMA and ASA
- Undertake any training and development deemed appropriate for the position.
- Undertake any other duties required which are within the scope and grade of the post.

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.

The successful candidate must be willing to work some evenings and weekends, with appropriate notice, as the job requires.

This position will be based at our London campus (3 Lesney Avenue, The Broadcast Centre, Here East, Queen Elizabeth Olympic Park, London E20 3BS)

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

The role holder will report directly to the London Marketing Co-ordinator and will also be accountable to the London Marketing Manager and the Student Recruitment 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	Relevant marketing understanding from study or work experience	1,2,3
	Administrative and project management experience	1,2,3
Skills and abilities	Flexible, willing, and reliable with good time management and organisational skills	1,3
	Has high levels of digital comfort, with a good understanding of social media, email marketing, and websites, along with experience of using Office 365 apps	1,3
	Able to create content for digital channels, including capturing and editing short videos	1,3
	Excellent written and verbal communication skills along with visual literacy	1,2,3
	Ability to build good relationships	1,3
	Can work under own initiative and deal effectively with simultaneous demands	1,2,3
	Able to contribute to idea generation and problem-solving activities	1,3
	Comfortable as part of a large collaborative working group as well as working independently	1,3
	Excellent attention to detail and strong proofreading skills	1,2,3
	Ability to work under pressure to tight deadlines	1,2,3
	Experience of co-ordinating in-person and online events	1, 3
	Training	Demonstrate evidence of having undertaken further training
Willingness to undertake further training as appropriate and adopt new procedures as required		1,3
Qualifications	Educated to A level education or equivalent	1,3
	GCSE Grade C or equivalent in English and Mathematics	1,3
Other	Must be willing to occasionally work evenings and weekend hours if required and to travel within the UK	1,3
	A commitment to equality and diversity with the ability to role model, adhere to and advocate the University's Equality and Diversity policy	1,3

Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working in Higher Education or a large and complex organisation	1,3

	Experience of delivering projects with multiple stakeholders	1,3
Skills and abilities	Experience of working with databases or web content management systems	1,3
Qualifications	A good first degree	1
Training	Administrative training (e.g. project, finance or database management)	1,3
Other	Understanding and experience of adhering to relevant legislation such as GDPR and CMA	1
	An interest in student recruitment and/or marketing	1,3
	An interest in Higher Education and an appreciation of its value and importance	1,3

Conditions of Service

The position is full time and open-ended. Salary will be on Administrative Services Grade 4, £24,600 - £28,081 per annum at a starting salary to be confirmed on offer of appointment. As a London-based post holder you will receive an additional London allowance of £3,606 per annum.

The appointment will be subject to the University's [Terms and Conditions of Employment](#) for staff grades 1-5.

The University offers a wide range of [employee benefits](#).

We also offer [childcare support](#) through a number of different initiatives.

Equity, diversity, and inclusion

The University is dedicated to supporting an equitable, diverse, and inclusive environment – to create better futures, together.

The diverse backgrounds, characteristics and opinions within our community are our great strength and are key to our pursuit of delivering educational excellence, enterprise, research and professional services. We welcome applications from people from diverse backgrounds and minoritised groups as they are currently under-represented within our community.

We recognise the value of a fulfilling and balanced work and personal life which promotes wellbeing. We seek to support colleagues in achieving this balance and have [family-friendly policies](#), flexible working arrangements and many roles can be suitable for dynamic working arrangement. This includes considering applications to work on a part-time, flexible and job-share basis wherever possible.

The University holds a [Bronze Athena SWAN award](#) which recognises the importance of support for women at all stages of their academic career.

Read more: <https://lboro.ac.uk/equity-diversity-inclusion>

Informal Enquiries

Informal enquiries should be made to Kate Green, Student Recruitment Marketing Manager - email k.j.green@lboro.ac.uk