

STRATEGIC MARKETING PROJECTS ASSISTANT

Job Ref: REQ250061

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.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 strategic marketing team at Loughborough University play an invaluable role in advancing Loughborough's global reputation and securing the University's financial resource base through student recruitment, research income and impact and the diversification of revenue streams. We plan and deliver impactful, strategic and engaging campaigns and content that are brand-led, data-informed, audience-focused, integrated and measurable.

Part of the broader Marketing & Advancement directorate, our team of 36 is authentic, adventurous, responsible, creative and collaborative, and we are passionate about communicating the wider purpose of Loughborough, and of UK Higher Education and seek opportunities to lead the way in the sector.

Job Description

Job Grade: Administrative Grade 4

Job Purpose

To provide effective and efficient administrative support to the strategic marketing team, in direct support of the team's planning function and strategic business partners, as well as in support of our campaigns, content and performance teams. The scope of the team's role includes planning, managing and executing corporate, recruitment, and bespoke marketing projects to raise awareness of the University brand in the external marketplace and to provide effective marketing solutions and campaigns to reach professional, international, research and student audiences as required.

This role will be pivotal in supporting the team to successfully deliver multiple projects and campaigns each year whilst providing administration, stakeholder liaison and customer engagement activities on behalf of the team.

Job Duties

- Support the Strategic Marketing Projects Manager to provide an effective and professional project management function for the strategic marketing team, offering marketing expertise and advice in the development and delivery of marketing plans for the university
- The act as core administrative function for the strategic marketing team, supporting the wider team to manage workflows, project and action logs, communicate updates and reports for stakeholders
- Provide support in implementation and roll out of new platforms and processes, such as work planning tools like Monday.com
- Manage a schedule of team meetings and internal communications to the strategic marketing team, and to Marketing & Advancement on behalf of the strategic marketing team
- Source third party suppliers and manage engagement with procurement on behalf of strategic marketing
- Provide finance administration support to strategic marketing, maintaining the department budget tracker, raising and reconciling POs and invoices,

- Diary management and co-ordination for Strategic Marketing senior leadership team
- Schedule and manage meeting logistics
- Respond and deal with all marketing related enquiries, triaging support for the wider strategic marketing team, and maintain project and action logs as required
- Support enquiries management for external audiences as required
- Assist with staff recruitment, induction and training of new staff in the marketing team, as required.
- Assist with content updates, uploads and population processes across multiple channels, as required, such as third-party listings sites
- Support the team with video, photoshoot, focus group and other associated logistics
- Provide copywriting, proofreading and editing support for marketing content and activity as required
- Work with the data officer and CRM Officer to provide e-marketing and direct mail activities
- To support the strategic marketing planning and performance functions, undertake basic desktop and competitor research and reporting as required
- Attend and support recruitment events including the University-wide undergraduate open days, postgraduate open events and recruitment fairs, Clearing, conversion events or other recruitment events as required
- Assist with managing enquiries through marketing inboxes and on third-party websites, such as The Student Room
- Support with the successful running of The Ambassador Platform, including monitoring activity and processing Ambassador payments.
- General office clerical duties including print, postage, storage, travel, accommodation and bookings for team members as required
- Undertake any other duties required which are within the scope and grade of the post, including providing cover and support for other colleagues at busy times and in cases of absence
- Ensure compliance with relevant University policies and procedures
- Undertake any training and development deemed appropriate for the position by the Head of Marketing and line manager.

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.

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 a Marketing Officer and will also be accountable to the Head of Marketing and Student Recruitment Marketing Manager for specific administration support.

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 experience of working in an office or customer focused environment | 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 |
| | Must be a competent PC user, familiar with MS Word, PowerPoint and Excel and using e- mail/internet | 1,3 |
| | Excellent written and verbal communication skills | 1,2,3 |
| | Ability to build good relationships | 1,3 |
| | Ability to work on own initiative and deal effectively with simultaneous demands | 1,2,3 |
| | Proactive problem-solving skills | 1,3 |
| | Flair and determination | 1,3 |
| | Excellent attention to detail and strong proofreading skills | 1,2,3 |
| | Ability to work under pressure to tight deadlines | 1,2,3 |
| | 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 equity and diversity with the ability to role model, adhere to and advocate the University's Equity 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 |
| 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 to £28,081 per annum pro rata at a starting salary to be confirmed on offer of appointment.

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

The University offers a wide range of employee benefits which can be found [here](#).

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/>