

MARKETING CAMPAIGNS OFFICER

Job Ref: REQ260260

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.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 5

Job Purpose

The Marketing Campaigns Officer will support with the delivery of multichannel brand and activation campaigns across key international markets to improve reach, awareness, demand and lead generation and conversion. Working closely with other Marketing Campaigns colleagues and university-wide teams to achieve institutional objectives relating to reputation building, research and innovation profile and generating growth in international student recruitment, the successful candidate will engage audiences worldwide through targeted campaign activity that uses storytelling and engaging content, has a clear customer journey and digital experience.

The role will report to the Marketing Campaigns Manager and plan, manage and implement specific campaigns – such as brand awareness or student recruitment conversion campaigns - across paid, owned and earned channels, contributing to a full funnel approach.

Job Duties

- Support the Marketing Campaigns Manager to deliver brand and activation campaigns to position Loughborough University competitively in international markets, generate awareness and demand and convert and nurture our key audiences, including academic, industry, prospective students, public and policy makers
- Deliver activity within implementation plans that utilise the full marketing mix including print and digital advertising (ATL and BLT), video, audio, brand and sponsored content, affiliate, influencer/advocacy, experiential and events, direct, web and social – choosing channels and formats appropriate for audiences
- Brief the production of content and assets across a variety of formats for paid, owned and earned channels
- Working with the marketing performance team,
- report on campaign performance and made recommendations for future enhancements
- Utilise market research in conjunction with the Planning and Market Research team and where appropriate, organise market research (focus groups, online surveys) and undertake desk or competitor

research as directed.

- Use data to inform your campaign planning, drawing on market research, industry benchmarks, research and publications, CRM, campaign performance data and other data sources
- Conduct focus groups as appropriate
- Support enquiries management and co-ordinate telecampaigns, web chats, in-person and online events as required across all markets (UK and International).
- Develop effective working relationships with colleagues in M&A and identified subject matter experts across the university in order to successfully deliver campaigns within marketing implementation plans
- Proactively gather stories and content to demonstrate Loughborough's strengths, such as accolades, statistics, key messages, news, case studies and profiles of existing students, alumni, staff, researchers, partners and key stakeholders for use in campaigns
- Working with content specialists from across M&A, coordinate digital content production in order to produce assets for social media, email, web and other channels – coordinate video, photoshoots, interviews and ambassadors as relevant
- Use the university's web content management system to update specific sections of lboro.ac.uk and ensure our web presence is engaging, accurate, accessible and user-focused with clear onward journeys, calls to action and optimisation
- Work with third parties – such as EdTech sites – to ensure content is up to date and optimised
- Work with the social media and digital engagement Team to manage our devolved social media channels, such as school channels, science and enterprise park and research impact
- With the CRM officers, create and deliver targeted, engaging emails at relevant points within the marketing funnel to build awareness, engage and convert – such as to prospective student enquirers, applicants and offer holders and academics and industry contacts for the purposes of QS survey engagement
- Working with colleagues, coordinate print and digital versions of our key marketing publications, such as the prospectuses, brochures and corporate slide decks
- Monitor budgets and raising any issues to budget holder
- Support key university events, such as international delegations, student recruitment events, conferences and panel sessions, public engagement and networking opportunities, coordinating the production of promotional activity and marketing materials where relevant.
- Ensure compliance with relevant legislation such as GDPR and CMA
- Ensure consent, 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.
- As part of Marketing and Advancement, the post may 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 Marketing Campaigns 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 broad-based marketing role that included multi-channel campaign management, content marketing and production of marketing materials across wide ranging formats for multiple audiences	1,2,3	
	Experience of supporting the organisation and delivery of events or exhibitions	1,3	
	Experience of commissioning content production services	1,3	
	Experience of using content management systems to maintain website content.	1	
	A sound understanding of the digital landscape including UX, content optimisation, advertising, engagement, social media, web, video and photography, analytics, SEO/SEM and AI	1,3	
	Knowledge of working with external agencies on placement of advertising, sponsored content and for provision of creative services.	1,3	
Skills and abilities	Excellent organisational, interpersonal and communication skills	1,3	
	Demonstrable strengths across a broad range of marketing and communication skills, including print, digital/social, event and content marketing	1,3	
	Excellent proofing and editing skills	1,3	
	Ability to prioritise own workload, use initiative and manage multiple deadlines	1,3	
	Self-motivated with a desire for quality and an excellent team player, with an inclusive and persuasive approach to work.	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	1,3	
	Ability to measure marketing activity and collate, analyse and report on success	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 Equity, Diversity and Inclusion Policy at all times	1
Understanding and experience of adhering to relevant legislation such as GDPR, CMA, copyright and FOI		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
	Knowledge of customer relationship management systems and processes	1,3

	Experience of business-to-business marketing tactics	1
Qualifications	First 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 at a salary between £29,588 - £34,610, 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 Harry Waddle, School Marketing Officer by email to G.H.Waddle@lboro.ac.uk