



Job Description

Job title:	Marketing Officer
Department/School:	School of Management
Grade:	6
Location:	External Relations and Marketing

Job purpose

To support the Marketing Manager in raising the visibility of the School of Management by carrying out an effective marketing and communications plan in order to:

- attract new students across the School's portfolio of programmes
- publicise the strengths of the academic faculty
- promote the profile of the School as a whole to external audiences

Source and nature of management provided

Role reports to Marketing Manager.

Staff management responsibility

N/A

Special conditions

A small amount of out-of-hours working may be needed for special events. This will generally be compensated by time off in lieu.

Main duties and responsibilities

1 Marketing Communications:

a) Website and other e-marketing communications

- i) Collating material and editing copy for the Dean's monthly e-newsletter, circuted to internal and external audiences
- ii) Updating the School's Facebook and Twitter accounts
- iii) Updating information about the School on external websites and directories
- iv) Creating fresh and up-to-date web content, to pass to the Web Development Officer and Web Designer as necessary
- v) Providing ideas and input into the development of new e-marketing materials

b) Marketing collateral and publicity material

- i) Writing and producing marketing material (brochures, posters, flyers etc) for the School's programmes, liaising with the relevant academic staff including Directors of Studies and Admissions Tutors to update content as necessary; sourcing student and alumni testimonials; liaising with in-house and external designers for all production issues
- ii) Preparing marketing collateral for the School's corporate relations activities, working with the Director of Marketing and External Relations
- iii) Preparing PowerPoint presentations for senior academics at recruitment events and conferences
- iv) Coordinating and writing the School's entries into University prospectuses- both hard copy and online, including liaison with Postgraduate and Undergraduate Admissions
- v) Assisting the Marketing Manager in compiling media plans
- vi) Responsible for the School's publicity stands and other event-support material- ordering new stock as required and ensuring the supply of stock to events
- vii) Selection and ordering of promotional merchandise for exhibitions and for use as corporate gifts
- viii) Managing the stock of all marketing collateral i.e. brochures; creating systems to identify when stock needs to be replenished

c) Public Relations

- i) Liaison with academic and administrative staff to request and collate information for in-house publications
- ii) Proactively searching out information for PR purposes and writing press releases
- iii) Liaison with, and providing information to, the media and arranging interviews with members of staff where necessary
- iv) Maintaining a photo library and arranging external photo shoots and filming with placement students and alumni as well as in-house photo shoots with School staff and students
- v) Updating the School's PR notice boards

	<p>d) Advertising (printed media, outdoor and new media)</p> <ul style="list-style-type: none"> i) Supporting the Marketing Manager in booking, designing and tracking advertising for the School as required ii) Creative input into new advertising campaigns iii) Liaison with the School's advertising agency, designers and printers (in-house and external) iv) Assistance with proofreading, copy writing, editing copy and information collection
	<p>e) Exhibitions and recruitment visits</p> <ul style="list-style-type: none"> i) Coordinating the School's presence at exhibitions both nationally and internationally ii) Representing and promoting the School at national and international exhibitions and providing market analysis post-event iii) Managing the supply of literature to the International Office and collating and dispatching literature and other display material to exhibition venues worldwide iv) Ensuring prompt follow-up by academics/ programme managers of exhibition enquiries/ leads
	<p>f) Events</p> <ul style="list-style-type: none"> i) Assistance and coordination at Open Days both School and University wide ii) Coordinating the School's annual graduation prize-giving iii) Marketing support for the School's annual Induction activities iv) Coordinating School events in relation to major accreditations and audits v) Assistance in the growing number of other School events: major speakers' events, gala dinners, change management forum, masterclasses etc
2	<p><u>Market analysis & planning and new programme development:</u> Input into the School's marketing plans: gathering market intelligence and working with the Marketing Manager to analyse results in relation to the School's marketing plans. Supporting the Marketing Manager in planning, researching and coordinating the school's overseas recruitment, liaising with relevant parties both internal to the University and externally.</p>
3	<p><u>Market Intelligence:</u> Gathering information on competitor schools and programmes. Also gathering information on our programmes for use in rankings and other forms of market analysis.</p>
<p>The post holder will, from time to time, be required to undertake other duties of a similar nature as may reasonably be required by his/her line manager.</p> <p>There may be occasions when the post holder's role and skill set may be required elsewhere within the School, so flexibility will be essential.</p>	

Person Specification

Criteria	Essential	Desirable	Assessed by		
			A/F	I/T	R
Qualifications					
Degree or equivalent	✓		✓		
CIM or IDM qualification or equivalent		✓	✓		
Experience/Knowledge					
Experience in a marketing role and some evidence of professional development within marketing	✓		✓	✓	✓
Experienced user of Microsoft Office word-processing, spreadsheet and presentation packages	✓		✓	✓	
Prior experience in higher education or management development. Candidates who have not previously worked in higher education will be expected to demonstrate an understanding of, and empathy with, the character and mission of a University Management School.		✓	✓	✓	✓
Skills					
Excellent organisational and project management skills	✓		✓	✓	
Excellent communication skills, including high standards of written communication, grammar and spelling	✓		✓	✓	✓
Information management skills including a high level of accuracy and attention to detail	✓		✓	✓	✓

Criteria	Essential	Desirable	Assessed by		
			A/F	I/T	R
<p>Attributes</p> <p>Commercial/business awareness</p> <ul style="list-style-type: none"> • Be flexible and open to change • Enjoy working in a fast-paced, intellectually stimulating environment <p>Communication</p> <ul style="list-style-type: none"> • Ability to express your views clearly and concisely both verbally and in writing • Good influencing skills • Maintain a professional attitude 	<p>✓</p> <p>✓</p>			<p>✓</p> <p>✓</p>	<p>✓</p> <p>✓</p>
<p>Customer Focus</p> <ul style="list-style-type: none"> • Be committed to high quality • Always think about how to improve the customer's experience of your service • Respond to problems and complaints immediately <p>Teamwork</p> <ul style="list-style-type: none"> • A good team player who has the ability to get on with tasks and achieve results • Think about the needs of others as much as your own and be helpful and supportive of others and their work • Volunteer to help even on work outside your role 	<p>✓</p> <p>✓</p>		<p>✓</p> <p>✓</p>	<p>✓</p> <p>✓</p>	<p>✓</p> <p>✓</p>

Leadership <ul style="list-style-type: none"> • Ability to take responsibility for tasks, prioritising and scheduling own work to ensure deadlines are met • Have self-confidence and deal with setbacks effectively • Enjoy taking responsibility • Act as a role model for others 	√		√	√	√
Planning & Organising <ul style="list-style-type: none"> • Ability to prioritise work and respond effectively as new projects are introduced • Work in an organised way and plan how deadlines will be met • Always deliver on schedule and to a high standard 	√		√	√	√
Achievement / results orientation <ul style="list-style-type: none"> • Be committed to success • Focus on getting the job done 	√		√	√	√

Code: A/F – Application form, I/T – Interview/Test, R - References