

## Candidate Information

<b>Position:</b>	Marketing and Communications Officer
<b>School/Department:</b>	Student Affairs
<b>Reference:</b>	21/109016
<b>Closing Date:</b>	Friday 20 August 2021
<b>Salary:</b>	£28,331 - £32,817 per annum
<b>Anticipated Interview Date:</b>	Wednesday 1 & Thursday 2 September 2021
<b>Duration:</b>	Permanent

### JOB PURPOSE:

The postholder will develop, manage and deliver an effective marketing and communication plan to enhance engagement of key stakeholders with the departments within Student Affairs including Student Disability and Wellbeing and International Student Support.

Working as part of the Student Disability and Wellbeing team the Marketing and Communications Officer will implement exciting and innovative campaigns and events across a range of platforms, as well continuously developing and maintaining all digital and print channels utilised by the service, including but not limited to social media, website and promotional resources.

### MAJOR DUTIES:

1. To develop and deliver an effective marketing and communication plan for Student Disability and Wellbeing Services through liaison with the management team, understanding the priorities for each area and supporting the vision for the services.
2. To create, implement and maintain high quality content for a range of digital and non-digital channels and a diverse variety of audiences, producing rich written and social content that includes engaging copy, images, audio and video.
3. To design and generate digital content for service including but not limited to the filming and editing of webinars, creation of voxpops, story video content, capturing bespoke stills and images.
4. To co-design promotional resources for the service alongside the team, internal and external designers to ensure positive and engaging communication of service messages in line with brand guidelines. This will include (but not be limited to) posters, banners, flyers, presentations, booklets, etc.
5. Assist in the development and production of digital and off-line campaigns to maximise engagement with the service and its full range of resources, raise awareness of key issues, encourage self-care, enhance student experience and build peer advocacy.
6. Support and develop a vibrant and diverse online community, through the dissemination of engaging and inclusive content alongside the provision of relevant and timely responses to enquiries.
7. Develop detailed monthly and semester-based digital content and offline event plans which align with and support the delivery of service targets and objectives. Offering weekly progress updates to the teams.
8. To analyse the impact of communication methods using online analytics and other tools to build accurate and evidence-based insights into user behaviour to inform decision-making at a strategic level, enhance performance and optimise key stakeholder journeys.
9. Develop an in-depth understanding of how our target audiences find, consume and share content. Produce detailed analysis of how the target audience's relationship with our services and University evolves over time and how this knowledge can be exploited to improve engagement.
10. To monitor new trends, technologies and working practices to ensure innovative and effective communications.
11. To develop and maintain personal skill set ensuring a high level of competency in delivering all aspects of the role.
12. To build relationships and work effectively across the various teams in the service, as well as with wider University staff.
13. To maintain a list of key contacts for communicating our messaging to Faculties and Schools and other relevant student-facing University departments.

14. To undertake other duties and responsibilities to support the goals of the Student Disability and Wellbeing Service, as required by the Head of Service, Senior Management Team and Line Manager.

#### **Planning and Organising:**

1. Excellent time management skills with the ability to prioritise workloads and meet multiple deadlines.
2. Co-ordinate, plan and organise a range of creative and innovative communication campaigns and initiatives to increase engagement with target audiences and achieve department objectives.
3. Ensure information available through all channels is up-to-date and relevant, and conversations are responded to in an appropriate and timely manner.
4. Ensure that all content continues to be developed and improved over time in response to University developments, user feedback and technological trends and advancements.

#### **Resource Management Responsibilities:**

1. Effective budget management to ensure maximum value for money and delivery within budget.
2. Imaginative and capable of achieving results using limited resources.
3. Work on own initiative and as part of the team to support the work of Student Disability and Wellbeing to ensure that all scheduled work runs smoothly and to a high standard.
4. Supervise team members and lead projects to achieve agreed outcomes.

#### **Internal and External Relationships:**

1. Regular contact with Assistant Disability and Wellbeing Advisers around engagement events for students.
2. Regular contact with Student Experience Policy Officer around #QUBeWell Healthy Campus Framework.
3. Regular contact with students, prospective students, academic and academic-support staff.
4. Regular liaison with relevant academic and support staff in Schools. Faculty staff, Information Services, Digital team within central Marketing, Recruitment, Communications and Internationalisation Directorate.
5. Develop positive working relationships with colleagues across the University to both provide support and gather information for engaging content.
6. Enhancing relationships and engagement with the postgraduate community.
7. Building and enhancing relationships with external relevant organisations.

#### **ESSENTIAL CRITERIA:**

1. A degree (or equivalent) in a relevant subject e.g. Marketing and Communications, Digital Marketing, PR, Graphic Design and Animation, etc.
2. A minimum of 2 years relevant experience in the last 5 years in a marketing and communications role.
3. Experience of planning and delivering innovative and successful marketing and communication plans.
4. Track record of producing compelling content that drives user engagement.
5. Experience of managing social media and online forums to support marketing and communications objectives.
6. Experience of running successful campaigns, effective video and/or multimedia content development.
7. Ability to prioritise and manage own workload and meet tight deadlines in a busy and dynamic office environment with competing demands.
8. Outstanding writing, editing and proofreading skills with the ability to produce high quality accurate work to tight deadlines and adapt editorial styles to a wide range of audiences.
9. Knowledge of a range of tools and software such as Adobe or equivalent to support design to design, develop and create digital and paper-based content.
10. Knowledge and understanding of the digital marketing landscape, recent trends and developments.
11. Proficient user of MS Office packages and general confidence and aptitude with IT systems.
12. Good verbal and written communication skills with an ability to present information that incites response through call to action.
13. Strong interpersonal skills and ability to operate on own initiative as well as part of a team.
14. Willingness to work weekends and later evenings, particularly during peak periods in the academic year. Annual leave is restricted at certain times of the year, particularly Mid-August until Early-November.

#### **DESIRABLE CRITERIA:**

1. A postgraduate or equivalent professional qualification in marketing and communications, digital marketing or related subject.
2. Experience of implementing email marketing to a targeted audience.
3. Experience of using content management systems to edit and adapt online material.

4. Proven ability to develop and write copy.
5. Knowledge of student experience, academic cycle and pertinent student issues.
6. An understanding of Web Accessibility Standards including responsive design and WCAG.

**ADDITIONAL INFORMATION:**

Applications should include a portfolio containing at least 3 advertising/promotional campaigns which you have led on the creation/design and also supported in the delivery. A link to your portfolio should be included in your Cover Letter/CV (Cover Letter and CV should be uploaded as one document).