

Candidate Information

Position: Marketing and Communications Officer
School/Department: Management
Reference: 21/109362
Closing Date: Monday 6 December 2021
Salary: £34,304 to £40,927 per annum
Anticipated Interview Date: Tuesday 11 January 2022

JOB PURPOSE:

The Marketing & Communication Officer is responsible for developing and delivering an effective marketing and communication strategy in order to raise the profile of Queen's Management School locally, nationally and internationally.

Working as part of the QMS Operations Board, the post holder will report directly to the School Manager and will provide support to the Head of School and Senior Management Team.

MAJOR DUTIES:

1. To develop and deliver an effective marketing and communication strategy for Queen's Management School through liaison with the senior management team, understanding the priorities for each business area to support the School's vision.
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. Develop and maintain social media profiles and quality content on all social media platforms to support and expand our digital presence.
4. PR and Communication: responsible for raising the School's profile in terms of developing media relations and press releases.
5. Prepare and draft various communications, email, social media, press releases blogs etc.
6. Responsible for all aspects of the school's website to include creating, adapting, improving, and optimizing web content, communication for SEO and organic and keyword search.
7. To design promotional resources to ensure positive and engaging communication of School messages in line with brand guidelines.
8. Development and manage QMS branding in conjunction with University guidelines.
9. Support the school CRM system to capture and maintain appropriate data.
10. Support colleagues in planning and promoting School events and sponsorship activities.
11. Use 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.
12. To build relationships and work effectively across the various teams in the School and with wider University directorates, in particular, the Public Engagement Office to provide appropriate PR in the School.
13. To undertake other duties and responsibilities to support the goals of the School, as required by the Head of School, Senior Management Team and School 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 school 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. Capable of achieving results using limited resources.
3. Work on own initiative and as part of the team to support the work of the School 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 liaison with relevant academic and Professional Support Staff in the School. Faculty staff, Information Services, Digital team and Public Engagement within the central Marketing, Recruitment, Communications and Internationalisation Directorate.
2. Develop positive working relationships with colleagues across the University to both provide support and gather information for engaging content.
3. Building and enhancing relationships with internal and external organisations and stakeholders.

ESSENTIAL CRITERIA:

1. A degree (or equivalent) in a relevant subject e.g., Marketing and Communications, Digital Marketing, PR.
2. A minimum of 3 years relevant experience in the last 5 years in a marketing/communications/PR role.
3. Experience in developing and implementing a successful digital marketing and communication strategy.
4. Experience of planning and delivering innovative and successful marketing and communication plans.
5. Experience of managing social media and online forums to support marketing and communications objectives.
6. Experience of working in PR to raise the profile of the organisation.
7. Experience of digital marketing using web tools and techniques.
8. CMS (content management system) and Web authoring experience.
9. Experience of developing (CRM) Customer Relationship Management systems.
10. Copywriting and copy-editing experience with the ability to produce high quality, accurate work to tight deadlines and adapt editorial styles to a wide range of audiences.
11. Proficient user of MS office packages and aptitude in using IT systems.
12. Expert knowledge in the latest digital and social media channels.
13. Excellent verbal and written communication skills.
14. Experience of presenting to a variety of audiences.
15. Good personal presentation.
16. Ability to forge relationships with media.
17. Strong interpersonal skills and ability to work effectively with staff, students and other stakeholders.
18. Effective in planning, organising and managing own work in both short and medium term.
19. Motivation to deliver work and monitor progress against objectives to the highest quality.
20. Team leader, able to inspire and communicate effectively with all stakeholders.
21. Willingness to occasionally work irregular hours, evenings and weekends.

DESIRABLE CRITERIA:

1. A postgraduate or equivalent professional qualification in marketing, communications, PR, Digital marketing, journalism or related subject.
2. Experience of Marketing, Communications and PR in an higher education environment.