



Candidate Information

Position: Digital Marketing Executive
School/Department: Marketing and Communications
Reference: 22/110352
Closing Date: Monday 21 November 2022
Salary: £25,642 - £29,619 per annum
Anticipated Interview Date: Monday 5 December 2022

JOB PURPOSE:

To create and deliver email and SMS marketing communications campaigns to undergraduate and postgraduate prospective students. Assist colleagues in the marketing team with delivery of key campaigns, ensuring that the communications meet consumer needs across undergraduate, postgraduate and international segments, and manage email enquiries from recruitment web pages. Contribute, as part of a team, using a Customer Relationship Management (CRM) system to best effect to meet student recruitment objectives.

MAJOR DUTIES:

1. Coordinate, develop and produce campaign assets for email and SMS marketing campaigns, to deliver clear and consistent messaging to prospective student audiences.
2. Build segmented prospect groups for marketing within the student recruitment CRM system and implement trigger-based communication at key stages of the decision-making process.
3. Devise and implement email and SMS marketing campaigns based on agreed digital customer journeys.
4. Manage enquiries from recruitment web pages including the Queen's 'Ask a Question' form, providing triage for queries, responding promptly to enquiries and tracking and following up from other University departments.
5. Assist in the development and implementation of online and off-line data capture process to integrate with CRM, supporting recruitment teams in market, targeting undergraduate, postgraduate, domestic and international segments.
6. Optimise email designs and calls to action; encourage interaction and enhance conversion, based on an in-depth understanding of how the target audience finds, consumes and shares content.
7. Assist in delivery of online communication plans which support Faculty and Global Student Recruitment marketing and recruitment activities.
8. Contribute to the preparation of regular reports on activity and engagement of prospects using performance data from the CRM system. Support cross-University projects and working groups as required, and contribute to the preparation of papers and briefing notes for committees and working groups.
9. Provide advice and guidance on the use of email marketing via CRM to Faculties and Schools to aid their marketing and recruitment strategies.
10. Provide support for the promotion of key recruitment events, including pre- and post-event communication.
11. Ensure all content developed maintains brand and message consistency across all digital channels used and is within University digital governance.
12. Undertake other duties and responsibilities as required by the Digital Marketing Manager and CRM Campaigns Coordinator.

ESSENTIAL CRITERIA:

1. Relevant academic/vocational qualifications (minimum 2 A Levels, NVQ 3 or equivalent level).
2. Minimum of 3 years' relevant experience in digital marketing to include at least 2 years' experience delivering segmented email marketing campaigns in a complex organisation.
3. Experience of developing and producing campaign assets for email marketing campaigns, to deliver clear and consistent messaging.
4. Highly focused attention to detail.

5. Creative and able to find solutions to problems.
6. Excellent time management skills with the ability to prioritise workload and meet deadlines.
7. Good presentation skills.
8. Excellent written English skills.
9. Commitment to working in a higher education environment and an interest in marketing to students.
10. Ability to work on own initiative and as part of a team.
11. A flexible approach to working hours to meet business needs when required.

DESIRABLE CRITERIA:

1. Minimum HND or equivalent professional qualification in Marketing, Business or IT related subject.
2. Experience using Microsoft Dynamics CRM or equivalent software.
3. Experience of education marketing.
4. Experience of devising online communications (including writing copy and design).
5. Experience of managing and resolving customer enquiries in an accurate and timely fashion.
6. An understanding of higher education issues within a national and international context.