Candidate Information

Position: Marketing Executive (Maternity Cover)
School/Department: Centre for Secure Information Technologies
Reference: 22/110528
Closing Date: Monday 9 January 2023
Salary: £30,051- £38,200 per annum
Anticipated Interview Date: Monday 23 and Tuesday 24 January 2023
Duration: 12 months

JOB PURPOSE:

Working alongside the Head of Strategic Partnership and Engagement to create marketing and communications activity that engages and inspires prospective students, researchers, stakeholders and industry on a global platform.

Working with highly technical subject matter this role supports the delivery of technical product marketing material, key campaigns, events and international trade shows by handling media relations, developing an engaging online presence and ensuring that ECIT/GII's brand profile is effectively positioned in the competitive global academic research, technology R&D, innovation and higher level education markets.

MAJOR DUTIES:

1. Develop, design, implement and continually improve ECIT/GIIs global marketing and communications strategy.
2. To build ECIT's brand profile to achieve global recognition in its chosen markets e.g. academic research, technology R&D, innovation and higher level education.
3. Build segmented prospect groups for marketing to prospective students, researchers, stakeholders and industry partners and implement trigger based communication at key stages of the business cycle.
4. Coordinate marketing and market communication activities at trade shows and exhibitions and where appropriate, liaise with QUB Marketing and Communications personnel and other external agencies.
5. Develop creative new approaches in support of the promotion of the ECIT/GII story to our worldwide audiences, Ensuring all content developed maintains brand and message consistency across all digital channels used and is within University digital governance.
6. Liaise with senior executives and government officials in fast paced, highly technical industries
7. Proactively identify opportunities for further development of the ECIT/GII brand, networking across University and Industry to maximise opportunities.
8. Provide advice and guidance to ECIT/GII colleagues across a full range of outreach activities, including student recruitment.
9. Manage ECIT/GII's media relations, exercising discretion and judgement and escalating queries as appropriate.
10. Lead on the promotion of the annual ECIT's Secure Connected Intelligence Summit, engaging directly with key stakeholders and guest speakers.
11. Develop and evolve the ECIT (https://www.qub.ac.uk/ecit/) web estate to include CSIT, CWI, DSSC and GII web pages.

ESSENTIAL CRITERIA:

1. Honours Degree, or equivalent, in Marketing, Communications, Interactive Multimedia Design and Production, Journalism or a related discipline.
2. 2 years' experience in a similar role in a highly technical industrial, academic or research environment.
3. Evidence of creating new and innovative branding and communication plans.
4. Experience in designing promotional materials for print and online use.
5. Experience of creating, implementing and evaluating effective offline and digital marketing and communications campaigns.
6. Outstanding writing, editing and proof-reading skills, with the ability to produce high quality accurate work to tight deadlines and adapt editorial styles to a wide range of audiences.
7. Local, national and international event and trade show planning, logistics, management, execution and evaluation.

DESIRABLE CRITERIA:

1. A post graduate qualification in Business, Innovation, Strategic Management or similar.
2. CIM Membership or Marketing Qualification.
3. Experience of working with or within a university, a research environment or a knowledge or technology transfer environment (defined as three years minimum).
4. Experience of Web content management systems (Terminal4, WordPress or similar) and social media marketing campaigns (via LinkedIn, Twitter, Facebook, etc).
5. Experience with Adobe Photoshop, InDesign, Illustrator or similar.
6. SEO and web analytics.
7. Experience of working in the cyber security, data science, electronic engineering, telecommunications or enterprise software sector.
8. Technical blogging, ghost writing, native content and PR.
9. Photographic and video content production and editing.