

Candidate Information

Position: Marketing Campaigns Support Officer
School/Department: Marketing and Communications
Reference: 23/110642
Closing Date: Monday 20 February 2023
Salary: £25,642 - £29,619 per annum
Anticipated Interview Date: Thursday 2 March 2023

JOB PURPOSE:

Working as part of the Marketing team within Strategic Marketing and Communications (SMC), the Marketing Campaigns Support Officer, will primarily provide support to the Campaign Marketing Manager, with the implementation of marketing campaigns for recruitment campaigns and reputation building activity to achieve corporate goals set out in Strategy 2030.

The post holder will be an integral part of the campaigns team, assisting with the co-ordination and delivery of campaign assets from other teams within SMC, across a range of different marketing channels including paid digital advertising, out of home and affiliate sites.

MAJOR DUTIES:

1. Work with the Campaigns Marketing Manager to deliver media plans that support the overall reputation building and recruitment objectives of the University in line with Strategy 2030.
2. Contribute to campaign briefs based on in depth market research and data analysis, reviewing and ensuring consistent quality of campaign creative assets and copy, aligning it with overall campaign objectives and key messages for individual markets.
3. Provide administrative support with media bookings, lead management and market insight led campaign briefs.
4. Provide regular written and verbal campaign performance updates to the Campaigns Marketing Manager and University stakeholders as required.
5. Support University working groups as required. Support the Campaigns Marketing Manager by contributing to the preparation of papers and briefing notes.
6. Prepare accurate and reliable post campaign reports that can be easily communicated to a wide range of stakeholders exercising discretion and judgement as appropriate.
7. Work closely with the Campaigns Marketing Manager to provide clear briefs for third party suppliers.
8. Build excellent working relationships with a diverse range of people, both internally (managers, academics, support staff and students) and externally (agencies etc.).
9. Provide administrative support in monitoring campaign spends.
10. Underpin all campaign briefs with a comprehensive understanding of the University's objectives, brand and agreed strategies, ensuring market insight is applied throughout.
11. Undertake other duties and responsibilities as required by the head of department and other senior colleagues.

ESSENTIAL CRITERIA:

1. *Relevant academic/vocational qualifications (minimum 2 A Levels, NVQ level 3 or equivalent level).
2. *Minimum of three years relevant marketing or market insight experience to include:
 - Experience of planning successful insight led marketing activity.
 - Experience of providing applicable data and reports to management.
3. Experience of working in project teams.
4. Experience of managing multiple priorities.
5. Highly competent in MS Office packages including Excel and PowerPoint.
6. An understanding of the complexities of marketing and student recruitment in domestic and international markets.

7. An understanding of higher education issues within a national and international context.
8. An understanding of students and their needs.
9. An understanding of the higher education sector.
10. Excellent presentation skills, creative flair.
11. Excellent written English skills.
12. Ability to work on own initiative and as part of a team.
13. Excellent time management skills with the ability to prioritise workload and meet deadlines.
14. Commitment to high standard of customer care.
15. A flexible approach to working hours to meet business needs if required.

DESIRABLE CRITERIA:

1. A degree or equivalent qualification in a relevant area.
2. Experience of marketing in the higher education sector.
3. Experience of using market insights and competitor information to inform decision making.
4. Experience in using digital ad platforms including Business Manager, Google Ads and Google Analytics.
5. Experience of working with specialist external agencies/suppliers.
6. Strong knowledge of content marketing and the role it plays within campaigns.