

## Candidate Information

**Position:** Communications and Marketing Manager  
**School/Department:** Education and Student Services  
**Reference:** 23/110710  
**Closing Date:** Monday 27 March 2023  
**Salary:** £35,333 - £42,155 per annum  
**Anticipated Interview Date:** Wednesday 5 April 2023  
**Duration:** Permanent

### JOB PURPOSE:

A key role within Careers, Employability and Skills Department (CES), the Communications and Marketing Manager will be responsible for the development and implementation of stakeholder content strategies that support service performance.

The post holder will create exciting and innovative campaigns across all digital channels and platforms with a focus on enhancing the engagement with key audiences including students, staff, employers and wider stakeholders.

### MAJOR DUTIES:

1. Develop, manage, and implement a detailed Content Strategy, aligned to CES strategic objectives, that enhances effective communication with students, staff, employers and key stakeholders.
2. Direct and manage the workload of support staff in line with the Content strategy.
3. Create and implement high quality content for a range of digital channels and platforms for a variety of audiences, to include engaging copy, images, audio and video, and maintain it through various content management and asset management systems.
4. Lead on the development of CES brand and reputation, including look and feel, key messaging and tone of voice, ensuring the brand showcase the full-service provision in a memorable way.
5. Ensure all content is consistent with CES and University's brand guidelines across all channels and is within University digital governance policies, standards and procedures.
6. Provide specialist advice on communications that adhere to the style guidelines, editorial procedures and web writing for other staff in the Service and monitor new trends, technologies and working practices to ensure innovative and effective communications.
7. Build relationships and work effectively with CES and University staff to develop appropriate content and communications to promote what CES has to offer and implement the use of new digital and social media.
8. Manage digital content including social media platforms (Twitter, Facebook, Instagram, Snapchat and LinkedIn), CES webpages, intranet, promotional areas of CES recruitment portal and internal and external email communications to grow stakeholder engagement through these channels.
9. 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.
10. Develop an in-depth understanding of how our target audiences' find, consume and share content, conducting analysis of how the target audience's relationship evolves over time and utilising this knowledge to improve engagement.
11. Ensure a consistent delivery of a high-quality service to support colleagues across CES in the delivery of student and employer activity and design and select promotional materials for CES such as posters, banners, flyers, booklets in accordance with brand guidelines and work with external designers where necessary.
12. Undertake other duties and responsibilities to support the goals of CES as required by the Head of Service, Management Team and Line Manager.

### ESSENTIAL CRITERIA:

1. A degree in a relevant subject or substantial experience in a similar role.

2. A minimum of 3 years recent relevant experience in a marketing/ communications/PR role.
3. Experience of planning and delivering successful marketing and communication plans.
4. Track record of producing compelling content that drives user engagement.
5. Experience of:
  - Social media channels;
  - Digital Marketing using web tools and techniques;
  - CMS (content management system) and web authoring experience; and
  - CRM (customer relationship management system).
6. Experience of implementing email marketing to a targeted audience.
7. Ability to prioritise and manage own workload and meet tight deadlines.
8. 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.
9. Knowledge and understanding of the digital marketing landscape, recent trends and developments.
10. Proficient user of MS Office packages and general confidence and aptitude with IT systems.
11. Good verbal and written communication skills with an ability to present information that incites response through call to action.
12. Strong interpersonal skills and ability to operate on own initiative as well as part of a team.
13. Willingness to work beyond normally working hours when and as required.

**DESIRABLE CRITERIA:**

1. A postgraduate or equivalent professional qualification in marketing and communications, digital marketing or related subject.
2. Experience of running effective campaigns, video and/or multimedia content development.
3. Knowledge of the student experience and key employability issues facing students.