



Candidate Information

Position:	Marketing and Communications Officer (fixed term)
School/Department:	Faculty Office MHLS
Reference:	23/111217
Closing Date:	Monday 25 September 2023
Salary:	£37,841 - £45,148 per annum
Anticipated Interview Date:	Monday 16 October 2023
Duration:	Fixed Term available from 2 October 2023 - 17 January 2025

JOB PURPOSE:

The Marketing and Communications Officer will work collaboratively with key stakeholders across the schools within the faculty and within the Marketing, Recruitment, Communications, and Internationalisation (MRCI) Directorate. The post holder will manage our marketing campaigns and create marketing content and collateral to raise the awareness of the faculty within key domestic and international markets.

This role will be key in helping the faculty to achieve its global student recruitment targets within the framework of Strategy 2030.

MAJOR DUTIES:

1. Lead on the planning, delivery, and monitoring of the faculty marketing and communications plan alongside the Student Recruitment Manager.
2. Lead on the development of the faculty's brand, including look and feel, key messaging and tone of voice, to help the schools within the faculty meet their recruitment targets. Ensuring that this brand showcasing the schools within the faculty and their unique selling points.
3. 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.
4. Develop and maintain social media profiles and quality content on all social media platforms to support and expand our digital presence.
5. Be responsible for all aspects of the faculty's website to include creating, adapting, improving, and optimizing web content, communication for SEO and organic and keyword search.
6. Support the faculty CRM system to capture and maintain appropriate data.
7. 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.
8. Ensure a consistent delivery of a high-quality service to support colleagues across the faculty in the delivery of student recruitment marketing services, enhancing the recruitment of quality students.
9. Represent the faculty at internal meetings to work collaboratively with other teams across the university to shape digital content and drive our digital approach.
10. Plan and oversee our paid digital marketing campaigns to drive student recruitment across key domestic and international markets.
11. Maintain a schedule to deliver new and updated digital content for student recruitment in all markets.
12. Coordinate recruitment email communications, ensuring a comprehensive communications plan is in place for both prospective students and applicants.

ESSENTIAL CRITERIA:

1. *Degree (or equivalent qualification) in a relevant subject, or substantial relevant experience in a similar role.
2. *Significant experience in the last five years in a marketing/communications/PR role.
3. *Experience of planning and delivering innovative and successful marketing and communication plans.

4. *Experience of the following:
 - Digital Marketing using web tools and techniques.
 - CMS (content management system) and web authoring experience.
 - CRM (customer relationship management system).
 - Social media channels.
5. *Experience of presenting to a variety of audiences.
6. Excellence interpersonal skills with a record of working and influencing a range of stakeholders.
7. Excellent written and spoken communication skills.
8. Flexibility, adaptability, and the ability to work on own initiative and as part of a team.
9. Good IT skills, including Word, Excel, and PowerPoint.
10. Willingness to work in evenings, weekends and public holidays as is required to meet the requirements of the role.
11. Exceptional organisational and planning skills and the ability to prioritise and complete multiple tasks to agreed timescales and within budget.
12. Willingness to undertake significant travel within the UK, EU, and international markets.
13. Hold a passport with more than six months validity and with no restrictions.

DESIRABLE CRITERIA:

1. *A postgraduate or equivalent professional qualification in marketing, communications, PR, Digital marketing, journalism, or related subject.
2. *Experience of marketing, communications, or PR in a higher education environment.