

## Candidate Information

**Position:** Marketing Co-ordinator  
**School/Department:** Students' Union  
**Reference:** 23/111228  
**Closing Date:** Monday 2 October 2023  
**Salary:** £28,539 - £33,642 per annum  
**Anticipated Interview Date:** Wednesday 18 October 2023

### JOB PURPOSE:

Queen's Students' Union provides a wide range of support to the student body at Queen's including student voice and supporting elected student officers, Students' Union Advice clubs and societies, student volunteering, student enterprise and a range of commercial operations. Working with the Students' Union Marketing Manager the post holder will be responsible for supporting the Students' Union Strategic Plan (2020-25) as well as developing and implementing ongoing marketing strategies and objectives.

### MAJOR DUTIES:

1. Work with Queen's Students' Union Marketing Manager to develop and implement ongoing marketing strategies to increase engagement with students and achieve objectives in line with the Students' Union Strategic Plan.
2. Responsible for the production of all Queen's Students' Union related marketing collateral including leaflets, posters, exhibition stands, brochures and online assets from concept through to final delivery and distribution. Liaise with designers, printers, videographers, photographers and other content providers. Ensure the efficient and effective co-ordination of print and content distribution across all channels including plasma screens in the Students' Union.
3. Contribute to increased engagement levels by identifying new and improved methods for communicating with the Students' Union's target audience utilising up to date technology and software.
4. Manage day to day delivery of Queen's Students' Union digital marketing and engagement activity including creation and circulation of weekly e-zine, management of Queen's Students' Union's social networks using scheduling tools such as Hootsuite and updating Queen's Students' Union's (QSU's) website using content management software.
5. Independently answer complex queries from all digital touchpoints including social media and email with a high degree of professionalism.
6. Analyse data from regular surveys, Google analytics and social media analytics platforms to make recommendations for future marketing and digital campaign development.
7. Produce clear, concise and compelling content for a variety of different mediums – ensuring hierarchy of messaging and brand tone of voice is maintained. Ensure that all web specific content follows the universities policies and standards for digital content accessibility, user experience, search engine optimisation and mobile compatibility. Create new content and enhance, edit and re-use legacy content where appropriate.
8. Supervise interns including Digital Content Creator intern(s), work experience students etc, delegating work and monitoring progress and performance.
9. Any other duties that may be specified by and agreed with the Queen's Students' Union Marketing Manager.

### ESSENTIAL CRITERIA:

1. \*Relevant academic/vocational qualifications (minimum 2 A Levels, NVQ level 3 or equivalent level).
2. \*Minimum of four years' experience working in a marketing environment to include:
  - Experience of digital marketing including email campaigns, website and CMS management, social network campaigns and data analysis.
  - Experience of managing promotions, advertising campaigns and creation of marketing assets including print materials.
3. Highly competent in MS Office packages including Excel and PowerPoint.
4. An understanding of students and their needs.

5. An understanding of the higher education sector.
6. Demonstrable interest in student activism and student democracy and student activities.
7. Excellent written and verbal communication skills.
8. Excellent presentation skills, creative flair.
9. Able to work effectively under pressure ensuring deadlines are met at all times.
10. Self-motivated and able to work on own initiative.
11. Ability to work as part of a team.
12. Flexible, willing to adapt to new tasks and duties.
13. May require unsociable hours (i.e. evenings and weekends) and travel within and outside Northern Ireland on an occasional basis.

**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. Strong knowledge of content marketing and the role it plays within campaigns.