

Candidate Information

Position:	Marketing & Communications Officer
School/Department:	Queen's Business School
Reference:	24/112066
Closing Date:	Monday 5 August 2024
Salary:	£39,922 - £47,631 per annum
Anticipated Interview Date:	Tuesday 3 September 2024
Duration:	13 months

JOB PURPOSE:

The Marketing & Communication Officer is responsible for developing and delivering an effective marketing and communication strategy to raise the profile of Queen's Business School (QBS) locally, nationally, and internationally.

The post will be integrated with the work of the Strategic Communications Directorate and will report to the Director of Strategic Communications. As part of the QBS Senior Professional Services Board, the post holder will support the Head of School, School Manager and Senior Management Team.

MAJOR DUTIES:

1. To develop and deliver an effective marketing and communication strategy for Queen's Business School through liaison with the senior management team, understanding the priorities for each business area to support the school's vision.
2. To create, implement and maintain high-quality content for various digital and non-digital channels and diverse audiences, producing rich written and social content that includes engaging copy, images, audio, and video.
3. Develop and maintain social media profiles and quality content on all social media platforms to support and expand our digital presence.
4. PR and Communication: responsible for raising the School's profile in terms of developing media relations and press releases.
5. Prepare and draft various communications, emails, social media, press releases, blogs etc.
6. Responsible for all aspects of the school's website, including creating, adapting, improving, and optimizing web content and communication for SEO, organic, and keyword search.
7. Lead/Manage a marketing team to include digital marketing staff and QBS placement Students.
8. Design promotional resources to ensure school messages' positive and engaging communication in line with brand guidelines.
9. Develop and manage QBS branding in conjunction with University guidelines.
10. Support the school CRM system to capture and maintain appropriate data.
11. Support colleagues in planning and promoting School events and sponsorship activities.
12. 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 essential stakeholder journeys.
13. To build relationships and work effectively across the various teams in the School and with wider University directorates, particularly the Strategic Communications Directorate and the Public Engagement Office, to provide appropriate PR in the School.
14. To undertake other duties and responsibilities to support the school's goals, as required by the Head of School, Senior Management Team and School Manager.

ESSENTIAL CRITERIA:

1. A degree (or equivalent) in a relevant subject, e.g., Marketing and Communications, Digital Marketing, PR.
2. Substantial relevant experience in the last five years in a marketing/communications/PR role.
3. Experience in developing and implementing a successful digital marketing and communication strategy.
4. Experience planning and delivering innovative and successful marketing and communication plans.
5. Experience in managing social media and online forums to support marketing and communications objectives.

6. Experience working in PR to raise the organisation's profile.
7. Experience in digital marketing using web tools and techniques.
8. CMS (content management system) and Web authoring experience.
9. Experience in developing (CRM) Customer Relationship Management systems.
10. Copywriting and copy-editing experience with the ability to produce high-quality, accurate work to tight deadlines and adapt editorial styles to a wide range of audiences.
11. Supervisory or line management experience.
12. Proficient user of MS Office packages and aptitude in using IT systems.
13. Expert knowledge of the latest digital and social media channels.
14. Excellent verbal and written communication skills.
15. Experience in presenting to a variety of audiences.
16. Good personal presentation.
17. Ability to forge relationships with media.
18. Strong interpersonal skills and ability to work effectively with staff, students and other stakeholders.
19. Effective in planning, organising and managing own work in both short and medium term.
20. Motivation to deliver work and monitor progress against objectives to the highest quality.
21. Team leader, able to inspire and communicate effectively with all stakeholders.
22. Willingness to occasionally work irregular hours, evenings and weekends.

DESIRABLE CRITERIA:

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

ADDITIONAL INFORMATION:

Informal Enquiries to Georgie Holmes: g.holmes@qub.ac.uk