

JOB DESCRIPTION		
Job Title: Senior Marketing Assistant	Accountable to: Student Marketing Manager	
Contract Length: Permanent	Hours per week/FTE: 35/ Full-time	Weeks per year: 52
	Grade: 3	
Salary: £31,777 - £38,468 per annum	Location: Camberwell, Chelsea, and Wimbledon Colleges of Arts	
College/Service: Marketing & Communications		
Purpose of Role: <ul style="list-style-type: none">Research, create and publish high quality marketing content through multiple channels – social media, website, and digital marketing communications.Support prospective students and their influencers with accurate information about the courses, the colleges and life as a student at UAL (University of the Arts London)Provide marketing event support to the Head of Marketing and Student Marketing Manager with at-the-event responsibility and administration supportRepresent the colleges at student recruitment fairs and events, and feeder school visits.		
Duties and Responsibilities		
Digital and content <ul style="list-style-type: none">To achieve strategic recruitment goals research, write, film and source images for content on various social media channels including Instagram, Facebook, Twitter, and website stories, taking lead on specific content initiatives as required.Develop strong working relationships with academics and students on assigned courses to help identify powerful storiesAssist the Student Marketing Manager and Communications Manager: Content in collating accurate channel analyticsManage and brief Digital Student Ambassadors to create content for our channelsTo contribute to Camberwell, Chelsea, and Wimbledon content marketing strategy developmentEnsuring adherence to college and university brand through all digital, online, and conventional products, channels, and activities.To take responsibility in ensuring that course information is accurate on the college website is up to date.To assist in the paid promotion of Camberwell, Chelsea, and Wimbledon Colleges of Arts courses, events, and associated activities.		
Events (internal and external, online and in person) planning and delivery <ul style="list-style-type: none">To work with the Student Marketing Manager in organising and representing the College at all Open Days, offer events, UCAS and Education fairs, school visits, sometimes as sole representative of the college.Prepare and deliver presentations on various aspects of student life, including course and college information to prospective students and their influencers.To take the lead on specific student marketing recruitment events as required.Manage Student Ambassadors allocated to events.		
Student Ambassadors <ul style="list-style-type: none">To lead on development and delivery of Student Ambassador recruitment plansTo write and deliver Student Ambassador training materialsBrief and manage Digital Student Ambassadors working on content creationTo be the main point of contact for Student Ambassador enquiries at events		
Enquiries		

- To act as a public information point for the College, responding effectively to course-related or recruitment enquiries that might be forwarded from Enquiries Assistants.
- Ensure that all information regarding the portfolio of courses is kept up to date, including who are the teaching staff, programme directors, key alumni
- To communicate with external enquirers via social channels, email, or phone

Research

- Carry out primary and desktop research activities as instructed by Head of Marketing or Student Marketing Manager

Other

- To maintain and develop communication channels through building relationships with academic and support staff to enable general information to be collated and constructively disseminated to staff, students, and members of the public.
- To liaise with administrative and academic staff as necessary to ensure that all enquiries from current and prospective students can be efficiently and effectively processed by the relevant departments.
- Undertaking work relating to team delivery of College functions as designated by the Head of Marketing and Student Marketing Manager.
- To deputise, when appropriate, for the Student Marketing Manager
- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University
- To undertake health and safety duties and responsibilities appropriate to the role
- To work in accordance with the University's Staff Charter and Dignity at Work Policy, promoting equality diversity and inclusion in your work.
- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities
- To make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness
- To conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations

Key Working Relationships:

Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

- Student Marketing Managers
- Head of Marketing
- External Communications Coordinator, Communications Manager: Content, Digital Content Editor
- Wider Marketing & Communications Team
- Academic Staff and students
- Admissions and Academic Registry Team
- External and Internal Inquirers

Specific Management Responsibilities

Budgets:

Staff:

Other (e.g., accommodation; equipment):

HERA code: CCW140

Person Specification	
Specialist Knowledge/Qualifications	<p>Knowledge of working in a marketing team in Education and / or the creative arts sector</p> <p>An understanding of our customers and consumers: prospective and current students, their influencers (parents, guardians, teachers)</p>
Relevant Experience	<p>Relevant experience in social media content creation and scheduling with a marketing purpose, particularly Instagram, Facebook, Twitter, and YouTube</p> <p>Marketing for student recruitment at FE or HE level</p> <p>Knowledge of working in an arts-related environment, particularly in art & design education.</p>
Communication & Service Delivery Skills	<p>Ability to develop rich content to communicate marketing messages to specific audiences</p> <p>Communicates effectively orally, in writing and/or using visual media</p> <p>Ability to provide routine oral and written information clearly and concisely</p> <p>Image creation – photography and film</p> <p>Understands social media analytics to measure work outputs</p> <p>Uses appropriate levels of IT skills to enable best use of available information and communications as necessary for the post.</p> <p>MS Office, Email, Intranet, Web/Internet, Electronic Diary, Moodle, Social Media, Photoshop, InDesign or similar editing software</p> <p>Ability to ensure that accurate information is passed onto the most appropriate people in a timely fashion to improve working practices.</p> <p>Is involved in internal or external networks to pursue a shared interest and contribute to building and strengthening working relationships, sharing information and ideas to help others develop their practice/area of work</p> <p>Ability to maintain accurate and up to date knowledge of services available in own and related areas of work, ensuring that the experience of each customer is positive and satisfactory.</p>
Leadership and Management	<p>Experience of instructing new staff in own area of responsibility, also acting as a “buddy”/coach.</p>
Planning and Managing Resources	<p>Plans, prioritises, and organises work to achieve objectives on time.</p>

Teamwork	<p>Works collaboratively in a team and where appropriate across or with different professional groups.</p> <p>Experience of working as a member of a team, providing support, assistance and cover where needed.</p>
Student Experience or Customer Service	<p>Provides a positive and responsive student or customer service</p>
Creativity, Innovation and Problem Solving	<p>Uses initiative or creativity to resolve problems</p> <p>Experience of solving standard, predictable problems in accordance with procedures and precedent.</p> <p>Experience of answering standard, predictable questions/queries from staff/students/ other in accordance with procedures and precedent.</p> <p>Ability to establish basic facts by carrying out appropriate enquiries, identifying and using a range of sources and types of data to produce full and accurate reports and or accounts of situations.</p>
Work Environment and Care	<p>Ability to undertake health and safety duties and responsibilities appropriate to the post.</p> <p>Commits to the University's Equal Opportunities Policy together with an understanding of how it operates within the responsibilities of the post.</p>
Additional requirements	<p>Appointment to this role is subject to an Enhanced DBS check as it involves work on a one-to-one basis with young people under the age of 18.</p>