

JOB DESCRIPTION AND PERSON SPECIFICATION

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| Job Title: | Online Short Courses Digital Marketing Executive | Accountable to: | Online Courses Business Manager |
| Contract Length: | Permanent | Hours per week/FTE: | 0.6 |
| Salary: | £28,274 - £34,515 (pro rata) | Grade: | 3 |
| College/Service: | Operations & External Affairs/Academic Enterprise | Location: | 2, Elthorne Road, Archway |

Purpose of Role

The department of Academic Enterprise (AE) leads the University of the Arts London's third stream income operations and is integral to the University's long term development. Its mission is to increase the amount of income generated by the University from non-core teaching and research activities. It builds on, and includes, the successful UAL Short Courses Ltd, UAL Awarding Body, the Language Centre, college and research based enterprise, business and innovation operations. Academic Enterprise not only integrates and bolsters a wide range of business and client facing work across the University but is also developing new products and services for new and existing markets.

Academic Enterprise is a successful, growing, department with a combined turnover of £31m in 2016/17, mostly from B2C activities. There are approximately 195 staff working in Academic Enterprise operations in all UAL's colleges as well as central university services. Around 70,000 students study on short courses or qualifications offered by AE business units.

This role develops and implements digital marketing strategies and activities to support the marketing and promotion of online short courses across all 6 UAL colleges. This will include content marketing, paid advertising, community-building and email database strategies, and the role holder will develop the content and creative assets for these strategies, either directly or via agencies and partners. The role holder will work collaboratively with other marketers across the 6 colleges, and will have input into the evolving online short course marketing strategy.

Duties and Responsibilities

- Plan and timetable online promotional campaigns that reach target audiences with messages that engage customers and potential customers.
- Produce marketing content in a range of formats (videos, images, text) and for a range of platforms.
- Work with agencies to develop, implement and monitor PPC and other paid media strategies.
- Support SEO efforts with a range of non-technical methods.
- Manage and develop email marketing to customers and potential customers, including newsletters and automated communications.
- Develop and maintain online product pages and other webpages.
- Monitor Google analytics and internal data and report on campaign ROI and marketing performance.
- Keep abreast of new digital marketing trends, technologies and tactics to keep marketing strategies up-to-date.

Other Responsibilities

- To perform such duties consistent with your role as may from time to time be assigned to you

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anywhere within the University.

- To undertake health and safety duties and responsibilities appropriate to the role.
- To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity 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.

- Online Business Manager
- Digital Projects Manager
- Tutors and academic staff at the various colleges
- Web Team
- IT Services
- Finance Business Systems team
- UAL Short Courses students

Specific Management Responsibilities

Budgets: none

Staff: none

Other (e.g. accommodation; equipment):

Signed _____ Date of last review _____
(Recruiting Manager)