

JOB DESCRIPTION		
Job title: Marketing and Communications Officer		Accountable to: Mktg and Comms Manager
Contract length: Permanent	Hours per week: 35	Weeks per year: 52
Salary: £30,777 - £37,468 per annum	Grade: 3	
Service: UAL Awarding Body	Location: High Holborn	
Who are UAL Awarding Body? UAL Awarding Body designs and awards qualifications in creative subjects from Levels 1 to 4, operating in England, Scotland, Northern Ireland and Wales. We work with more than 200 Further Education Colleges, Sixth Form Colleges, schools and universities across the UK, and are regulated by Ofqual, CCEA and Qualifications Wales. UAL Awarding Body is part of UAL's Academic Enterprise Department, which leads the University of the Arts London's third-stream income operations. 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. Each year, around 70,000 students study on short courses or qualifications offered by AE business units.		
What is the purpose of the role? <ul style="list-style-type: none">To support the implementation of UAL Awarding Body's marketing and communications strategy.Contribute to marketing plans, implementing campaigns, creating print and digital collateralMaintaining and promoting the UAL Awarding Body brand consistently and in line with UAL brand.To provide a customer-focussed service to both internal and external customers.		
Duties and Responsibilities <ul style="list-style-type: none">Coordinating design, proofing, production and distribution of a range of printed marketing collateral including: qualification specifications, promotional leaflets and other UAL Awarding Body promotional material as requiredUndertake email and print direct mails to existing and prospective customersMonitor and replenish UAL Awarding Body's stock of print materials, ensuring sufficient copies are available to support activities and work with third-party printers to obtain quotes and ensure prices are competitiveAct as a brand ambassador for UAL Awarding Body, ensuring the logo and brand is applied correctly both internally and outside the organisation. Lead on an annual brand audit of centre websitesMaintain and build positive working relationships with third party suppliers including: printers, freelance designers, filmmakers, photographersTo update and work to improve the content and user experience (UX) of UAL Awarding Body's website using the content management systemTo update and maintain the UAL Awarding Body social media channels, creating content and growing engagementTake a lead on the content, build and distribution of UAL Awarding Body's monthly newsletter, monitoring and improving audience and engagement rates over timeTo respond orally, in writing and face-to-face to a range of enquiries from internal and external sources including staff in centres.		

- Promote and support a range of internal and external meetings and large scale events, leading on tasks as required
- Attend and represent UAL Awarding Body at internal and external events including meetings, trade fairs and conferences
- Support manager with budget control, ensuring that all expenditure is tracked and assigned to the correct budget code, and that projects remain within budget
- Support the senior management team with the development and distribution of urgent reputation management communications and other formal correspondence
- Maintain a sound understanding of the sector and read-up on policies and other changes that could impact on UAL Awarding Body's work

General

- 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 personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).
- 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

- Deputy Director
- Business Development Manager
- Mktg and Comms Manager
- Qualifications Manager
- Other member of UAL Awarding Body teams
- UAL digital, communications and brand colleagues

Specific Management Responsibilities

Budgets: None

Staff: None

Other (e.g. accommodation; equipment): None

PERSON SPECIFICATION

Specialist Knowledge/Qualifications	<ul style="list-style-type: none"> • Ability to produce clear, concise and on brand communications, visuals and other collateral. • Ability to produce and curate content for different audiences, including for print and digital platforms, promoting engagement and interest • Experience of using appropriate campaign and content software such as marketing analytics, content management systems or customer relationship platform. • Ability to use Adobe Creative Suite, and particularly InDesign and Photoshop, confidently to support the design and maintenance of print and digital materials • Ability to maintain accurate and up to date knowledge of awarding body services and qualifications, ensuring that the experience of internal and external customers is positive and satisfactory. • Ability to contributes to the adaptation of awarding body services and systems to meet customers' needs and helps to identify ways of improving standards.
Relevant Experience	<ul style="list-style-type: none"> • Has relevant experience of administrative and / or communications and marketing work and has the ability to work independently. • Has received formal training or education at post 16 level. • Commits to own development through effective use of processes such as appraisal schemes and staff development.
Communication Skills	<ul style="list-style-type: none"> • Communicates effectively orally, in writing and/or using visual media
Leadership and Management	<ul style="list-style-type: none"> • Supervises and motivates individuals or a team effectively, setting clear objectives to manage performance
Planning and Managing Resources	<ul style="list-style-type: none"> • Plans, prioritises and organises work to achieve objectives on time
Teamwork	<ul style="list-style-type: none"> • Works collaboratively in a team and where appropriate across or with different professional groups
Creativity, Innovation and Problem Solving	<ul style="list-style-type: none"> • Uses initiative or creativity to resolve problems