

JOB DESCRIPTION

Job Title: Marketing Executive

Accountable to: Marketing Manager

Contract Length: Permanent

Hours per week/FTE: 35

Weeks per year: 52

Salary: £33,653 to £41,329 per annum

Grade: 4

College/Service: Student Marketing and Recruitment

Location: High Holborn

Purpose of Role

Working within University of the Arts London's Student Marketing and Recruitment (SM&R) Department, you will support the University in realising its student recruitment targets by reaching quality prospective students in both domestic and international markets, advocating a first class student experience that begins at enquiry.

With guidance from the Marketing Manager and together with colleagues across the SM&R Department and University, you will undertake the planning, implementation and evaluation of marketing campaigns for student recruitment at foundation, undergraduate and postgraduate taught levels within UK, EU and international markets. For maximum engagement you will utilise market research and intelligence in your approaches and champion the principles of Customer Relationship Management (CRM).

Duties and Responsibilities

- Undertake the development, implementation and evaluation of marketing campaigns that utilise both digital and traditional marketing techniques to support the Department's annual operating plan objectives and longer term strategic goals.
- Plan, deliver and evaluate above-the-line marketing activities such as outdoor, digital and paid search advertising and third party solus emails as a part of an integrated marketing campaign in both domestic and international markets.
- Provide in-house expertise in operational marketing disciplines such as advertising, brand and content execution, CRM, digital marketing and market research.
- Monitor, interpret and report on key marketing metrics for assessing impact and contribution towards objectives that are measurable and meaningful.
- Ensure market research and customer insight findings feature in all marketing campaign plans.
- Ensure that the UAL website and other digital channels are optimised for marketing campaigns and facilitate an excellent customer journey.
- Work with the Content team to create rich media and other content needed to support the delivery of marketing campaigns that is fully optimised for the desired audience and distribution channel.
- Work with the CRM team to implement effective CRM principles and practices within all marketing campaigns to provide a first class prospective student journey.
- Be an ambassador of UAL's reputation and brand ensuring both are protected and represented in line with established guidelines.
- Maintain effective working relationships with internal stakeholders and external suppliers to ensure that shared objectives are realised effectively and efficiently.
- Represent the Department in internal committees, working groups and meetings, and externally at events and conferences.
- Perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University.
- Undertake health and safety duties and responsibilities appropriate to the role.
- Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- 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.
- 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.
- 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

- All members of the Student Marketing and Recruitment Department.
- Peers within Communications and External Affairs Department.
- College-based Marketing and Student Recruitment Executives.
- Colleagues within Admissions and Academic Registry.

Specific Management Responsibilities

Not applicable.

Signed (Recruiting Manager): Katie Wakeman, Marketing Manager, SM&R Department

Date of last review: February 2018

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Grade: 4

Person Specification

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| Specialist Knowledge/ Qualifications | Educated to degree level or equivalent in an appropriate discipline. |
| Relevant Experience | <p>At least two solid years' experience working in a marketing position that has required a knowledge of both traditional and digital marketing principles and techniques.</p> <p>Proven experience of developing and implementing operational marketing plans that include above-the-line print and/or digital advertising activities.</p> <p>Ability to monitor, interpret and report on data and metrics for marketing campaign evaluation.</p> <p>An understanding of marketing practices and theories including areas of specialism in the fields of digital marketing, market research and CRM.</p> <p>Experience of using website Content Management Systems (CMS) and knowledge of practices for Search Engine Optimisation (SEO).</p> <p>Experience of creating marketing collateral and content assets (both in print and digital formats) that support marketing acquisition campaigns.</p> <p>Experience of implementing brand guidelines and championing brand advocacy.</p> <p>Experience of building effective internal working relationships across all levels of seniority and functions.</p> <p>Proven ability to work independently without direct supervision.</p> |
| Communication Skills | Communicates effectively orally, in writing and/or using visual media. |
| Leadership and Management | Motivates and leads a team effectively, setting clear objectives to manage performance. |
| Research and Learning | Uses effective learning and professional practice to support excellence. |

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| Professional Practice | Contributes to advancing professional practice/research or scholarly activity in own area of specialism. |
| Planning and Managing Resources | Plans, prioritises and organises work to achieve objectives on time. |
| Teamwork | Works collaboratively in a team and where appropriate across or with different professional groups. |
| Student Experience or Customer Service | Builds and maintains positive relationships with students or customers. |
| Creativity, Innovation and Problem Solving | Uses initiative or creativity to resolve problems. |

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria.

Last updated: February 2018