

## JOB DESCRIPTION AND PERSON SPECIFICATION

**Job Title:** Marketing Officer

**Accountable to:** Student Experience  
Manager

**Contract Length:** Fixed Term 2  
Years

**Hours per week:** 35

**Weeks per year:** 52

**Salary:** £24,034 – £28,274 per annum

**Grade:** 2

**Service:** Student Experience Team/Accommodation  
Services

**Location:** Halls and Colleges

### **Purpose of Job:**

The Marketing Officer will provide marketing support to the Student Experience team primarily based across halls of residences.

The post holder will coordinate all marketing activities, lead on communications, oversee the marketing budget and ensure brand compliance.

Although the role will be normal office working hours some events will require weekend or evening work agreed in advance.

### **Duties and responsibilities**

- To collaborate with the Student Experience Manager, Events Officer and Events Administrator in the planning and delivery of the events programme.
- Copywriting for our in-house 'Halls Life' platform, email newsletters, printed materials and social media channels.
- To manage the events programme brand including its use across all marketing collateral both internal and external including a long-term development plan.
- To oversee and support our student social media ambassadors by communicating regularly, acting on feedback, coordinating working hours and providing advice.
- Work directly with the Communications and Marketing Manager to coordinate all marketing campaigns across multiple platforms including; email, social media, web, print, digital screens and all other digital platforms.
- To oversee all social media platforms including the generation of daily content that builds meaningful connections and encourages engagement with target audience.
- To assist in building and carrying out social media strategy through competitive research, platform determination, benchmarking and audience identification.
- To produce monthly marketing reports detailing audience engagement across channels and suggestions for future improvements.
- To act as main point of contact for all out-sourced work through in-house design agency 'ArtTemps' or external agencies.
- To lead on identifying new communications platforms for the events programme.
- To support the Events Administrator with event enquires through multiple contact methods including; email, telephone, web and social media.
- To develop a Social Programme campaigns calendar working alongside the department

#### Communications Assistant.

- To oversee the marketing budget including; monthly reporting, invoices, new suppliers, refund requests, purchasing and expenses.
- To ensure completion of image release forms for all external marketing collateral.
- To support the work of the Student Experience team to identify and select through recruitment and interview a pool of student ambassadors and advocates to work across the university.
- To support colleagues in the Student Experience team and to assist in developing an ongoing training and development programme for ambassadors and advocates.
- To communicate efficiently with university departments and key team members to ensure that a coordinated and efficient service is provided.
- Occasionally work events which may be out of hours including both evenings and weekends.
- To work in collaboration with other student service-based teams across UAL (i.e. student services, students' union)
- To research industry related PR/events activity and regularly update the team with highlights, opportunities and relevant news.
- 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 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.

- Student Experience Manager
- Events Officer
- Events Administrator
- Student Ambassadors
- Communications and Marketing Manager (Accommodation Services)
- Communications Assistant (Accommodation Services)
- Residential Operations Team

**Specific Management Responsibilities**

**Budgets:** 15k (Marketing budget)

**Staff:** Student Ambassadors (marketing and social media based)

**Other:** Marketing equipment i.e. digital cameras and iPad's

<b>Person Specification</b>	
Specialist Knowledge/Qualifications	<ul style="list-style-type: none"><li>• Educated to Degree level (preferably in Marketing or similar)</li><li>• A recognised qualification in Marketing or related area</li></ul>
Relevant Experience	<ul style="list-style-type: none"><li>• Experience of planning and delivering marketing campaigns</li><li>• Experience of managing social media platforms (preferably via SproutSocial or Hootsuite)</li></ul>
Communication Skills	<ul style="list-style-type: none"><li>• Strong copywriting skills with Mailchimp or email marketing skills desirable</li><li>• Communicates effectively orally, written and/or using visual media</li></ul>
Planning and Managing Resources	<ul style="list-style-type: none"><li>• Plan, priorities and organises work to achieve objectives on time</li></ul>
Teamwork	<ul style="list-style-type: none"><li>• Work collaboratively in a team or with different professional groups</li></ul>
Student Experience or Customer Service	<ul style="list-style-type: none"><li>• Provides a positive and responsive student or customer service</li></ul>
Creativity, Innovation and Problem Solving	<ul style="list-style-type: none"><li>• Uses initiative or creativity to resolve day-to-day-problems</li></ul>

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.