

JOB DESCRIPTION	
Job title: Digital Marketing & Communications Coordinator	Accountable to: Marketing and Communications Manager
Contract length: Permanent	FTE: 35 Weeks per year: 52
Salary: £29,358 - £35,839 per annum	Grade: 3
Service: UAL Short Courses Ltd	Location: Various UAL sites
<p>What is Academic Enterprise?</p> <p>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.</p> <p>Academic Enterprise is a successful and growing department with an anticipated combined turnover of £32m in 2017/18, from both B2B and B2C activities. There are approximately 195 staff and 650 hourly paid tutors working in Academic Enterprise operations in all UAL's Colleges as well as central university services. Each year, around 70,000 students study on short courses or qualifications offered by AE business units.</p>	
<p>What is the purpose of the role?</p> <p>The role of the Digital Marketing and Communications Coordinator will work closely with and support the Marketing and Communications Manager in delivering a successful marketing programme for the income generating short course business, focussing on specific brand, product and channels.</p> <p>The post holder will ensure the look and feel of digital communications fit within brand guidelines, and input into the digital marketing strategy. They will find new ways to engage with students online and raise brand and product visibility through digital content marketing.</p>	
<p>Duties and Responsibilities</p> <ul style="list-style-type: none"> • Creating and sourcing engaging copy and visual content (images, video, design work) for use on all marketing platforms including the website, social media and third-party channels. • Overseeing social media campaigns and audience engagement on social media platforms. • Analysing data provided by Course Manager / Administrate (internal data management), Salesforce and Google Analytics to inform future marketing campaigns. • Source content for and design e-marketing newsletters using Campaign Monitor. • Supporting team in creating marketing lists from data held in CRM databases, updating contact lists & segments in Campaign Monitor. • Working with the Marketing & Communications Manager to monitor and report on activities undertaken by our Digital Agency. • Updating Short Course pages of the website using the CMS (Squiz Matrix). • Introducing creative ways to engage with customers online and raise brand awareness. • To build and maintain relationships with external media and suppliers to support ongoing campaigns. • Working with third party suppliers including photographers and designers, writing briefs to ensure that projects are undertaken to the outputs and requirements agreed with the Marketing & Communications Manager and to ensure that projects meet set deadlines. 	

- Resizing and editing images using Photoshop for website and email campaigns.
- To create ad hoc campaigns as and when necessary.
- Create and monitor discount codes for promotional use.
- Ensure all personal data is managed in line with UAL/UALSC policies to ensure GDPR compliance.

Other Duties

- 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

- Marketing & Communications Manager/s, Customer Experience & Sales Manager
- Marketing Assistant/s
- Short Course Teams
- External photographers/ designers
- External media outlets

Specific Management Responsibilities

Budgets: None

Staff: None

Other (e.g. accommodation; equipment):

Last updated: February 2020

PERSON SPECIFICATION	
Specialist Knowledge/ Qualifications	<ul style="list-style-type: none"> • Knowledge of art and design materials. • A high level of competency in Microsoft Word, Excel and Outlook. • Experience of setting up and troubleshooting audio visual equipment. • Background in fashion, arts, design or communications (desirable)
Relevant Experience	<ul style="list-style-type: none"> • Administrative support in a busy customer focused environment. • Liaising with external suppliers • Stock checking and inventory • Experience of and understanding of the art and design FE and HE education system. (desirable)
Communication Skills	<ul style="list-style-type: none"> • Communicates effectively orally, in writing and/or using visual media.
Planning and Managing Resources	<ul style="list-style-type: none"> • Plans, prioritises and organises work to achieve objectives on time • Ability to work independently with attention to detail
Teamwork	<ul style="list-style-type: none"> • Works collaboratively in a team, across the university and with relevant professional groups
Student Experience or Customer Service	<ul style="list-style-type: none"> • Provides a positive and responsive student or customer service. Demonstrates diplomacy and empathy.
Creativity, Innovation and Problem Solving	<ul style="list-style-type: none"> • Uses initiative and creativity to investigate and resolve day-to-day problems

Please make sure you provide evidence to demonstrate clearly how you meet these criteria, which are all essential unless marked otherwise. Shortlisting will be based on your responses.

Last updated: February 2020