

## JOB DESCRIPTION

**Job Title:** Senior Marketing Assistant

**Accountable to:** Student Marketing Manager

**Contract Length:** Permanent

**Hours per week/FTE:** Full-time | **Weeks per year:** 52

**Salary:** £28,839 - £35,205 pa

**Grade:** 3

**College/Service:** Marketing & Communications

**Location:** Wimbledon College of Arts

### Purpose of Role:

Specifically:

- To work and help event-manage undergraduate and postgraduate offer days, student conversion events, degree show events.
- To work as a member of the Marketing & Communications team providing a highly customer-focused, friendly and efficient first point of contact for potential students, staff and visitors to Wimbledon College of Arts.
- Research, create and publish high quality marketing content through multiple channels – social media, website, and digital marketing communications.
- Provide marketing event support to the Head of Marketing and Student Marketing Manager with at-the-event responsibility and admin support

### Duties and Responsibilities

- To act as a public information point for the College, responding effectively to all College enquiries, Open Day bookings and requests for course information in person, by email, telephone, web or post.
- To maintain and develop the enquiry, open day and events booking system.
- To manage, all open day bookings
- To assist in the promotion of Wimbledon College of Arts courses, events and associated activities.
- To research, write, film and source images for content on various social media channels including the college blog, Facebook, Instagram and Twitter.
- To take the lead on specific content initiatives as required.
- To do reception duties and be a first point of contact for all face-to-face, phone and online enquiries
- To be the college co-representative on the Camberwell, Chelsea and Wimbledon Editorial Group
- Ensuring adherence to college and university brand through all digital, online and conventional products, channels and activities.
- Carry out primary and desk research activities as instructed by Head of Marketing or Student Marketing Manager
- To work with the Student Marketing Manager in organising and representing the College at all Open Days, UCAS and Education fairs sometimes as sole representative of the college.
- To take the lead on specific student marketing recruitment events as required, including degree show events
- To take responsibility in ensuring that course information is accurate on the college website is up to date and available.
- To ensure the reception area is kept clean and tidy at all times and well stocked with marketing materials, achieving high standards of organisation and presentation.
- To maintain and develop communication channels through building relationships with academic and support staff to enable general information to be collated and constructively disseminated to staff, students and members of the public.
- To liaise with administrative and academic staff as necessary to ensure that all enquiries from current and prospective students can be efficiently and effectively processed by the relevant departments.
- Undertaking work relating to team delivery of College functions as designated by the Head of Marketing and Student Marketing Manager.
- To communicate with external enquirers via email, phone and in person using our CRM (Customer Relationship Management system) taking responsibility for each enquiry until closed or successfully passed on to another department.

- To take lead responsibility for enquiries from external referral sites, ensuring reports from those sites are regularly communicated to Head of Marketing and Student Marketing Manager.
  - To carry out filing and the maintenance of records, such as open day bookings.
  - To deputise, when appropriate, for the Student Marketing Manager.
- 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 Marketing Manager
- Head of Marketing
- Internal and External Communications Coordinators and Web Editor
- Marketing & Communications Team
- Academic Staff
- Admissions and Academic Registry Team
- External and Internal Inquirers

#### **Specific Management Responsibilities**

**Budgets:**

**Staff:**

**Other** (e.g. accommodation; equipment):

Person Specification	
<b>Specialist Knowledge/Qualifications</b>	<p>Knowledge of working in an Education and / or marketing environment</p> <p>An understanding of our customers and consumers: new and current students, parents, guardians, visitors</p>
<b>Relevant Experience</b>	<p>Relevant experience in: marketing, customer care, Front of House environment</p> <p>Knowledge of working in an arts related environment, particularly in art &amp; design education.</p>
<b>Communication &amp; Service Delivery Skills</b>	<p>Communicates effectively orally, in writing and/or using visual media</p> <p>Ability to provide routine oral and written information clearly and concisely</p> <p>Uses appropriate levels of IT skills to enable best use of available information and communications as necessary for the post.</p> <p>MS Office, Email, Intranet, Web/Internet, Electronic Diary, Moodle, Social Media, CRM CMS (Terminal 4) Photoshop, InDesign or similar editing software</p> <p>Ability to ensure that accurate information is passed onto the most appropriate people in a timely fashion to improve working practices.</p> <p>Ability to develop rich content to communicate marketing messages to specific audiences</p> <p>Is involved in internal or external networks to pursue a shared interest and contribute to building and strengthening working relationships, sharing information and ideas to help others develop their practice/area of work</p> <p>Ability to maintain accurate and up to date knowledge of services available in own and related areas of work, ensuring that the experience of each customer is positive and satisfactory.</p>
<b>Leadership and Management</b>	<p>Experience of inducting new staff, providing instruction / demonstration in own area of responsibility, also acting as a “buddy”/coach.</p>
<b>Planning and Managing Resources</b>	<p>Plans, prioritises and organises work to achieve objectives on time.</p>

<b>Teamwork</b>	<p>Works collaboratively in a team and where appropriate across or with different professional groups.</p> <p>Experience of working as a member of a team, providing support, assistance and cover where needed.</p>
<b>Student Experience or Customer Service</b>	<p>Provides a positive and responsive student or customer service</p>
<b>Creativity, Innovation and Problem Solving</b>	<p>Uses initiative or creativity to resolve problems</p> <p>Experience of solving standard, predictable problems in accordance with procedures and precedent.</p> <p>Experience of answering standard, predictable questions/queries from staff/students/ other in accordance with procedures and precedent.</p> <p>Ability to establish basic facts by carrying out appropriate enquiries, identifying and using a range of sources and types of data to produce full and accurate reports and or accounts of situations.</p>
<b>Work Environment and Care</b>	<p>Ability to undertake health and safety duties and responsibilities appropriate to the post.</p> <p>Commits to the University's Equal Opportunities Policy together with an understanding of how it operates within the responsibilities of the post.</p>