

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Marketing Assistant

Accountable to: Marketing Manager

Contract Length: Fixed Term (12 MONTHS)

Hours per week/FTE: 14

Weeks per year: 52

Salary: £25,061 – 29,358 (pro-rata for part time hours)

Grade: 2

College/Service: CCW and CCI Short Courses

Location: Chelsea College of Arts – Millbank

What is the purpose of the role?

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.

Academic Enterprise is a successful, growing, department with a combined turnover of £32m in 2018/19, mostly from B2C activities. There are approximately 195 staff working in Academic Enterprise operations in all UAL's colleges as well as central university services. Around 70,000 students study on short courses or qualifications offered by AE business units.

The post holder will be responsible for updates to the Camberwell, Chelsea and Wimbledon (CCW), and Creative Computing Institute short course webpages and various administrative duties related to the role.

Duties and Responsibilities

- To assist the team in the planning and delivery of the CCW Short courses marketing strategy, designed to enable maintaining and increasing sales (course bookings) from new and returning customers.
- To maintain records of marketing activities, keeping the marketing schedule up to date with the daily sales data and activities.
- Maintain and update the marketing budget spreadsheets including credit card transactions.

Web Updates

Updating/editing of the CCW and CCI Short Course webpages, including:

- Creating new pages in the Content Management System (CMS)
- Resizing images in Photoshop
- Updating marketing and sales copy
- Changing / updating course names
- Adding related links
- Updating short course information pages
- Ensure information on our database is correct and up to date - materials lists, course descriptions, external website page IDs, date/day format and course durations etc.

Social Media Administration

- Using social scheduling, manage content and activity across all CCW short course social media channels (Instagram, Facebook, and Twitter)
- Work with Digital Marketing Coordinator to source and produce engaging content in line with overarching communication strategy to ensure social media channels are up to date and relevant to increase audience presence on company sites and encourage audience participation.

Customer Sales and Enquiries

- To be part of the Short Course team dealing with customer enquiries in person, by phone or by email.
- Support Short Course bookings through our booking system to enrol students on their chosen course, which includes booking and payment, the generation of joining instructions including manual bookings that are received by email or in person.

General Duties

- To perform such duties consistent with your position 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 post
- A commitment to the University of the Arts London's Equal Opportunities Policy, together with an understanding of how it operates within the responsibilities of this post.
- A commitment to your own development through effective use of the UAL SC appraisal scheme and staff development processes.
- 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 UAL SC'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

Specific Management Responsibilities

Budgets: none

Staff: none

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

| Person Specification | |
|--|---|
| Specialist Knowledge/ Qualifications | <ul style="list-style-type: none"> • Knowledge and experience of using Web Content Management System/s (CMS) • Confident Photoshop user • High levels of IT skills with knowledge and experience of all standard MS Office packages • Knowledge and experience of using Customer Relationships Management Systems (CRM) eg Salesforce (desirable) |
| Relevant Experience | <ul style="list-style-type: none"> • Demonstrable interest or experience in art and design or the broader creative industries • Experience working with international audiences / customers (desirable) |
| Communication Skills | <ul style="list-style-type: none"> • Good writing skills and oral communication, with ability to articulate messages clearly and concisely • Be able to communicate effectively with people for whom English may not be a first language • Uses appropriate levels of IT skills to enable best use of available information and communications as necessary for the post |
| Planning and Managing Resources | <ul style="list-style-type: none"> • Plans and prioritises workload effectively to achieve short and long-term objectives • Contributes to the work of the team, providing support, assistance and cover where needed with a pro-active, 'can-do' approach. |
| Teamwork | <ul style="list-style-type: none"> • Works collaboratively in a team and where appropriate across or with different professional groups |
| Student Experience or Customer Service | <ul style="list-style-type: none"> • Builds and maintains positive relationships with students or customers |
| Creativity, Innovation and Problem Solving | <ul style="list-style-type: none"> • Ability to be creative and proactive • Ability to analyse problems to identify their cause considering all possible solutions to identify those which offer wider benefits • Distinguishes between the need to make a decision and when to defer, also contributes to the decision making of others by providing relevant information and opinions. |

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.