

**UNIVERSITY OF NOTTINGHAM
RECRUITMENT ROLE PROFILE FORM**

Job title: Marketing Officer

School/Department: External Relations

Job family and level: APM Level 3

Contract Status: Permanent

Hours of work: Part-time, 14.5 hours per week

Location: University Park Campus, Nottingham

Reporting to: Marketing Manager

The purpose of the role:

Working alongside the Marketing Manager to support the delivery of relevant elements of the University's student recruitment strategy, with a strong focus on copywriting, production and co-ordination of marketing projects. This role involves a wide range of areas of responsibility including the writing and compilation of publications, electronic marketing, web updates, market research and supporting major recruitment events. The role holder will be responsible for ensuring all recruitment related online and published materials communicate consistent messages, meet brand guidelines, and are written using the appropriate tone and voice for diverse audiences. The role holder will primarily work within the student recruitment team, offering additional support for recruitment when required.

	Main Responsibilities	% time per year
1.	<p>Publications and promotional materials</p> <ul style="list-style-type: none"> - Update key publications as necessary, producing and adhering to schedules - Be responsible for sourcing, writing and editing new stories for recruitment and conversion campaigns and materials - Act as a key marketing contact for various academic schools and departments, involving meeting with colleagues to advise on the production of their marketing materials - Take a lead role in the production of academic promotional materials including image searches, content, proof reading and layout - Updating, rewriting and editing a significant amount of copy - Ensuring accuracy and a high level of quality throughout - Participating in meetings and liaising with key contacts including designers, photographers and printers - Assist the Marketing Manager in the development of new materials – including both on and offline mediums - Organise print and liaise with printers - Seek quotations and arrange purchase orders, payment and delivery of all marketing materials - Organising student and alumni profile interviews and photography 	30%
2.	<p>e-marketing</p> <ul style="list-style-type: none"> - Create, write, edit and deliver targeted HTML email and e-newsletter campaigns. - Work with the web and digital teams in the production of these and prepare 	25%

	<p>reports to analyse the effectiveness of email campaigns.</p> <ul style="list-style-type: none"> - Help coordinate the University's presence on course/university listings sites, ensuring that content is accurate, up to date and all advertising opportunities are maximised. - Take an interest in social media and the effectiveness of online marketing activities on student recruitment and make recommendations based on this knowledge. 	
3.	<p>Web marketing</p> <p>Online recruitment information Support the Marketing Manager with information online including:</p> <ul style="list-style-type: none"> - Managing the content and update of the online prospectus through liaison with key departments including the web and courses teams - Monitoring competitor websites and making recommendations for content additions and changes to develop and/or maintain a competitive advantage - Maintaining central recruitment web pages to ensure they are up to date, specifically pages that have been built for prospective students <p>Communications and Marketing website/Workspace</p> <ul style="list-style-type: none"> - Take responsibility for updating and maintaining the Student Recruitment Marketing section within the External Relations website and workspace area. - Regularly review the site and look at areas to improve copy and layout, and pro actively feedback any new ideas to the team. 	25%
4.	<p>Copy and brand management</p> <p>Copy</p> <ul style="list-style-type: none"> - Research and identify leads for the basis of producing copy, and proactively liaise with internal departments and staff at all levels to source and record up to date key facts and figures about the University - Update and continually develop the Copy Bank - a bank of resources for the use of updating key facts, statistics and quotations in a timely manner - Maintain and communicate updates to the University's Style Guide to colleagues internally - Proofread and update copy for advertisements or inclusion within external guides and listings or magazines - Update and disseminate crib sheets and USPs for schools and departments - Provide advice to internal schools and departments and disseminate best practice on writing copy, proofreading and the production of marketing materials <p>Brand management</p> <ul style="list-style-type: none"> - Provide advice to academic schools on the corporate brand - Support the University's brand management by ensuring compliance across all corporate materials and bringing hard copy/digital collateral on-brand as necessary - Contribute to central External Relations guides and best practice information to ensure these are kept up to date regularly - Attend service review meetings as required with the Marketing Manager and minute key discussions and actions 	10%
5.	<p>Events</p> <ul style="list-style-type: none"> - Sit on the working groups and contribute to the organisation of student recruitment events - Represent the University at and Higher Education events across the country by attending a minimum of three fairs per year 	5%

	<ul style="list-style-type: none"> - Support the University at wider recruitment events, including the open days and conversion events - Support the wider team by helping out at corporate events - Support the University by helping at the annual graduation ceremonies and clearing period 	
6.	<p>Additional tasks</p> <p>Market research</p> <ul style="list-style-type: none"> - Proactively research, and keep up to date with, key issues and hot topics in recruitment and education and continually establish and develop information sources as the basis for copy - Be aware of the latest market research and key trends in Higher Education and make recommendations on marketing activity based on these findings <p>Support the Student Recruitment Marketing Team with tasks including:</p> <ul style="list-style-type: none"> - Providing support for ad hoc recruitment projects - Where necessary, attend marketing and recruitment meetings on behalf of the Marketing Manager - Assist with the smooth delivery of student recruitment marketing and conversion plans and calendar of activities - Update annual print calendars and documents - Set up and manage hardcopy and electronic filing systems to assist colleagues working on related projects - Attend away days and team meetings as required 	5%

Knowledge, Skills, Qualifications & Experience:

	Essential	Desirable
Qualifications/ Education	<ul style="list-style-type: none"> • HNC or HND in a relevant subject, or to A level or equivalent standard 	<ul style="list-style-type: none"> • Educated to degree level or equivalent • Professional qualification, or working towards a professional qualification, preferably marketing related
Knowledge/ Skills/ Training	<ul style="list-style-type: none"> • Excellent copywriting skills • Excellent customer service skills • Excellent project co-ordination skills • Excellent communication skills, both verbal and written • Excellent organisation skills with the ability to prioritise workloads and demonstrate flexibility • Proficient in MS Office, particularly Word and Excel • Knowledge of digital technologies and their impact on communications • Outstanding proofreading skills and meticulous attention to detail • Judgment and understanding of how to respond to and route a 	<ul style="list-style-type: none"> • Database and web skills, • Knowledge of Higher Education, particularly within the postgraduate and undergraduate markets • Market research skills

	<p>diverse range of enquiries</p> <ul style="list-style-type: none"> • The ability to work under pressure • 'Can do' attitude • Ability to work independently and as part of a team 	
Experience	<ul style="list-style-type: none"> • Significant experience of working in a marketing role • Significant proven copywriting and proofreading experience • Significant experience of working on publications • Significant project co-ordination experience • Experience of building a network of contacts for information gathering • Experience of liaising with subcontractors and a diverse range of stakeholders at various levels • Experience of research for writing articles • Experience of working on digital campaigns • Experience of working in a customer focused environment 	<ul style="list-style-type: none"> • Experience of working in a large and complex organisation, preferably in Education • Experience of undertaking market research
Other	<ul style="list-style-type: none"> • Understanding the importance of confidentiality • Ability to be diplomatic in sensitive situations 	

Scope of the Role

This role will support the Marketing Manager in meeting the University's recruitment targets. The role is crucial to the smooth implementation of student recruitment marketing plans and activities, and will involve considerable work in publications, copywriting, project co-ordination, campaign material and digital promotion.

Additional Information

The successful candidate will be contracted to work 14.5 hours per week, Monday to Tuesday inclusive.

The successful candidate will be expected to occasionally work out of office hours to support recruitment events.

The line manager for this role will be the Marketing Manager.