### Role profile

<table>
<thead>
<tr>
<th>Job title</th>
<th>Marketing and Communications Officer (Corporate and Research Marketing) (fixed term)</th>
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<tbody>
<tr>
<td>Job family and level</td>
<td>Administrative, Professional and Managerial Level 3</td>
</tr>
<tr>
<td>School/Department</td>
<td>External Relations</td>
</tr>
<tr>
<td>Location</td>
<td>University Park Campus</td>
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### Purpose of role
To support the delivery of the University’s External Relations strategy, with a focus on coordination and implementation of marketing campaigns. Part of Corporate and Research Marketing, this role involves a diverse range of areas of responsibility including brand management, communications, major campaigns and events, content creation and market intelligence. The role-holder will be responsible for ensuring consistent messages, appropriate tone of voice and adherence to brand guidelines.

### Main responsibilities
(Primary accountabilities and responsibilities expected to fulfil the role)

<table>
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<th>% time per year</th>
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<td><strong>1</strong> Market planning</td>
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| - Implement annual integrated marketing communications plans to support the delivery of University strategies which use sound customer and market intelligence to inform the planning process and supports wider brand positioning  
| - Use data required for marketing decisions, such as customer opinions and profiling; competitor analysis; and macro-environmental factors affecting the marketplace  
| - Deploy segmentation techniques to provide targeted marketing solutions and campaigns and ensure campaign metrics are embedded to deliver effective performance monitoring | 10%  
| **2** Marketing communications |  
| As directed by the Corporate Marketing Manager, work on a campaign and project basis to deliver effective and engaging marketing communications which position the University as a leading global institution with key audiences. Using the full marketing mix, decide on appropriate content and channels to reach and engage key stakeholders with activity including:  
| - Support on the development and execute major integrated campaigns as assigned to the role holder, handling the marketing communications process from inception to conclusion  
| - Support with the development and delivery of audience focused content that delivers compelling stories  
| - Ensure all delivered content is adhering to best practice and legislative compliance | 40%  


- Provide innovative and creative marketing support for a range of other university-wide projects and assistance to central service departments as directed
- Implement campaign/project branding solutions and effective roll-out across channels, ensuring compliance and synergy with the University’s brand and visual identity and advising other departments across the University on brand and identity matters
- Support a ‘digital first’ approach to curate and implement creative and reusable content and utilise across marketing channels

**Brand engagement and management**
- Act as brand guardian for the University and support the Corporate Marketing Manager with the brand and identity, messaging, roll-out and compliance across the University
- Develop tools and resources to support consistency and communication of the University brand
- Ensure legislative compliance including DDA, FOI and copyright issues and provide advice and guidance to University colleagues
- Bring the University’s brand to life with creative and compelling content creation and curation for multiple channels and audiences.
- Implement compelling campaigns appropriate for key stakeholders and in support of the corporate brand
- Source marketing resources where appropriate including design, copywriting and photography
- Effectively utilise and manage content assets including key messages, images, tools and templates

**Monitoring and evaluation**
- Measure campaign success and provide updates and reports to as required
- Monitor and share competitor activity

**Internal liaison**
- Work closely with the University’s professional services and wider marketing teams to support effective and integrated working relationships
- Support effective communications channels between departments (such as attending marketing meetings, sharing information and facilitating best practice)
- Work with others to think big, be creative and innovate
- Enhance the department’s effectiveness and profile for internal audiences
- Liaise with relevant academic and administrative staff to ensure that information produced by the Corporate and Research Marketing team for publication is accurate and appropriately communicated

**General marketing management and other duties**
- Support budgetary management for allocated campaigns
- Support the management of the external marketing agency and print supplier roster
- Deputise for the Corporate Marketing and Market Insight Managers as required
- Support University-wide events such as open days and graduation
- Support External Relations project teams where required
- Ensure compliance with relevant legislation ie CMA, GDPR and ASA requirements
- Any other reasonable duties as deemed appropriate within the scale and scope of the post

**Person specification**

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<thead>
<tr>
<th>Skills</th>
<th>Essential</th>
<th>Desirable</th>
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</table>
|        | - Project management skills  
         | - Copywriting ability; writing, proofing and editing  
         | - Marketing communication implementation  
         | - Use of data and market intelligence  
         | - Effective communicator (written and presentation)  
         | - Current and relevant knowledge of marketing services eg design  
         | - Proven ability to be part of a high-performance team  
         | - Current and relevant knowledge of digital communications  
         | - Budgetary coordination  
         | - Awareness of key legislation e.g. FOI, GDPR and copyright  
 |        | Knowledge of CRM systems or other client management systems  
 |        | Awareness/knowledge of higher education issues  
 |        | Experience of procuring and managing supplier frameworks  |

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<tr>
<th>Knowledge and experience</th>
<th>Essential</th>
<th>Desirable</th>
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|                          | - Experience at assistant or officer level in marketing communications  
 |                          | - Proven and demonstrable experience of implementing integrated marketing campaigns with exposure to the full communications mix  
 |                          | - Experience of creating and implementing effective user-focused marketing content  
 |                          | - Experience of managing multiple projects with tight deadlines  
 |                          | Previous experience in a marketing role at a higher education institution organisation  
 |                          | Previous experience in branding  
 |                          | Experience of working in a large, complex organisation  
 |                          | Market insight skills  |

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<tr>
<th>Qualifications, certification and training (relevant to role)</th>
<th>Essential</th>
<th>Desirable</th>
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|                                                             | - HND (or equivalent) and work experience in a relevant role or proven track record in similar role  
 |                                                             | Marketing degree or equivalent Chartered Institute of Marketing Diploma or Chartered Institute of Public Relations Diploma or equivalent  
 |                                                             | Membership of the CIM/CIPR  |

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<th>Statutory, legal or special requirements</th>
<th>Essential</th>
<th>Desirable</th>
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|                                         | - A commitment to equal opportunities  
 |                                         | Understanding the importance of confidentiality  |
The University of Nottingham is focused on embedding equality, diversity and inclusion in all that we do. As part of this, we welcome a diverse population to join our work force and therefore encourage applicants from all communities, particularly those with protected characteristics under the Equality Act 2010.

### Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University’s strategy, vision and values. The following are essential to the role:

- **Valuing people**
  
  Is friendly, engaging and receptive, putting others at ease. Actively listens to others and goes out of way to ensure people feel valued, developed and supported.

- **Taking ownership**
  
  Is clear on what needs to be done encouraging others to take ownership. Take action when required, being mindful of important aspects such as Health & Safety, Equality, Diversity & Inclusion, and other considerations.

- **Forward thinking**
  
  Drives the development, sharing and implementation of new ideas and improvements to support strategic objectives. Engages others in the improvement process.

- **Professional pride**
  
  Is professional in approach and style, setting an example to others; strives to demonstrate excellence through development of self, others and effective working practices.

- **Always inclusive**
  
  Builds effective working relationships, recognising and including the contribution of others; promotes inclusion and inclusive practices within own work area.
Key relationships with others

Line manager

Corporate Marketing Manager

Role holder

Marketing Communications Officer

Key stakeholder relationships

Colleagues

Marketing suppliers