Role profile

<table>
<thead>
<tr>
<th>Job title</th>
<th>Marketing Assistant</th>
<th>Job family and level</th>
<th>Administrative, Professional and Managerial Level 2</th>
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<tbody>
<tr>
<td>School/Department</td>
<td>Digital and Marketing – External Relations</td>
<td>Location</td>
<td>Jubilee Campus</td>
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### Purpose of role

Provide effective and efficient marketing and administrative support to enable the marketing team to deliver relevant elements of the university’s student recruitment strategy, recruiting undergraduate and postgraduate students to study at the University of Nottingham in the UK. The role holder will be diligent about ensuring all materials meet the needs of our audiences, communicate consistent messages and adhere to brand guidelines. Reporting to the Student Recruitment Marketing Manager, you will work within the student recruitment marketing team.

### Main responsibilities

(Primary accountabilities and responsibilities expected to fulfil the role)

| % time per year | 
|-----------------|---|
| 35%             | 

**Student recruitment marketing and communications**

- Maintain and edit web content to support undergraduate and postgraduate student recruitment, ensuring communications are clear, accurate and address audience needs
- Assist with the production and delivery of digital marketing assets to prospective students
- Assist with the production of marketing materials, including sourcing images, editing content and proofreading
- Collate profiles, case studies, blogs and other student-generated content
- Liaise with external marketing suppliers such as printers and design agencies to obtain quotations, ensuring financial procedures are followed and budgets are monitored
- Be diligent about working within the University’s brand identity and style guidelines to ensure consistency and accuracy of messaging, style and tone
- Assist with the organisation and running of photo/video shoots
- Undertake research or implement and analyse surveys for marketing projects as directed
- Assist with direct mail campaigns
- Ensure compliance with relevant regulatory requirements including GDPR, CMA and ASA
| 2 | **Campaign and content management**  
  ▪ Support the delivery of and contribute to content plans  
  ▪ Use the content management system to edit, update and approve web content for prospective undergraduate and postgraduate students  
  ▪ Assist with ongoing audit and review of digital content and other materials, to improve user experience  
  ▪ Update and maintain University content on external sites as required  
  ▪ Support colleagues with data requests and segmentation  
  ▪ Report, track and analyse the performance of marketing activities across digital channels  
  ▪ Schedule and plan for student recruitment events – creating content, sending reminders and confirmations, follow-up communications and campaign evaluations.  
  ▪ Maintain and update information and documentation on the External Relations intranet site (Workspace) and webpages | 25% |
|---|---|
| 3 | **General administrative support**  
  ▪ Arrange meetings, circulate agendas, minutes and action points as required  
  ▪ Establish and maintain digital and hardcopy filing systems as required  
  ▪ Support the Head of Student Recruitment Marketing and wider team with administration tasks as required  
  ▪ Act as the finance admin lead for the team, raising purchase orders and updating budget expenditure records as required  
  ▪ Support ad hoc projects or research activities by coordinating correspondence with internal and external contacts  
  ▪ Take responsibility for the two marketing inboxes, answering and cascading queries as necessary | 30% |
| 4 | **Additional tasks**  
  ▪ Arrange, attend and contribute to team meetings as required  
  ▪ Attend and support recruitment events including University-wide open days, conversion events or other recruitment events as required  
  ▪ Support/represent the University at events including open days, Graduation and Clearing  
  ▪ Any other duties required by the post | 10% |
## Person specification

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<th>Essential</th>
<th>Desirable</th>
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<tbody>
<tr>
<td><strong>Skills</strong></td>
<td>▪ Excellent writing, editing, proofreading skills with meticulous attention to detail</td>
<td>▪ Understanding of cloud-based marketing solutions (CRM, CMS, automated marketing)</td>
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<td>▪ Excellent customer service, administrative and organisational skills</td>
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<td>▪ Proficient in MS Office (particularly Word, Excel and PowerPoint), and ideally Office 365</td>
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<td>▪ Good knowledge of email/CRM systems and working with databases</td>
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<td>▪ Proven ability to work under pressure, prioritise workload and effectively manage competing demands</td>
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<td>▪ Ability to work independently and as part of a team</td>
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<td>▪ Creative and adaptable with a ‘can do’ attitude</td>
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<td>▪ Interest in, and willingness to learn about, customer behaviour and campaign-led marketing</td>
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<td>▪ Good judgement and understanding of how to respond to and cascade a diverse range of enquiries</td>
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<tr>
<td><strong>Knowledge and experience</strong></td>
<td>▪ Experience of working in an administrative (or related) role</td>
<td>▪ Knowledge of the higher education sector and marketplace, particularly within student recruitment</td>
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<td>▪ Experience of working in a customer-focused environment</td>
<td>▪ Knowledge of web design principles and SEO</td>
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<td></td>
<td>▪ Good knowledge of the internet, social media and digital trends</td>
<td>▪ Experience of digital content creation and social media marketing</td>
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<tr>
<td><strong>Qualifications, certification and training (relevant to role)</strong></td>
<td>▪ A level or equivalent</td>
<td>▪ Bachelors degree or equivalent</td>
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<td>▪ Marketing and/or communications qualification, or interest in working towards one</td>
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<td><strong>Statutory, legal or special requirements</strong></td>
<td>▪ Understanding of the importance of confidentiality and data protection compliance</td>
<td>▪ Empathy and understanding of people from different cultures</td>
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<td>▪ Ability to be diplomatic in sensitive situations</td>
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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 open and welcoming of others, approachable and respectful. Considers the wider point of view and delivers appropriate support and guidance to colleagues.

**Taking ownership**
Shows initiative and takes responsibility for own actions. Offers clarity and tactful support to colleagues to aid decisions and actions.

**Forward thinking**
Demonstrates the ability to learn, and enjoys the opportunity to develop. Likes to share and implement new ideas and improvements in their area of work. Seeks feedback from others.

**Professional pride**
Is self-appraising, seeking feedback from others and acts as a great role-model at all times. Keen to deliver the job well and be an effective member of the team.

**Always inclusive**
Is sensitive to the needs of others and understands every person is important, right across the organisation, irrespective of level, culture, disability or any other characteristic.
Key relationships with others

Line manager

Role holder

Key stakeholder relationships

- Student Recruitment Marketing Manager
- Marketing Assistant
- Student Recruitment Marketing team
- Digital and Marketing colleagues
- Faculty Marketing teams