Purpose of role

To support the School of Medicine with the development and delivery of research and knowledge exchange (RKE) marketing and communications. The role involves working with research groups, centres and institutes across the School and Faculty of Medicine and Health Sciences to implement marketing and communications plans, to gather market insight, to adapt marketing tactics, and to create content for a range of digital and print communications.

The duties and percentage time allocation provides an indication and framework for the role and should not be regarded as a definitive list or allocation. Other reasonable duties commensurate with the grade, spirit and purpose of the post may be requested. The role holder will be expected to work flexibly to support the Professional Services across the School.

The School of Medicine recognises the importance of continuous professional development and therefore the importance of providing opportunities, structured support and encouragement to engage in professional development each year.

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<th>Main responsibilities</th>
<th>% time per year</th>
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<tr>
<td>Content creation and management (digital and print)</td>
<td>60%</td>
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<td>▪ Work with School colleagues to plan, gather and create content linked to RKE activity (including news, research, events, case studies, profiles, statistics, and quotes etc., briefings, email communications etc., relevant to internal marketing campaigns and other activities) including drafting, editing, proof-reading and publishing finished content via digital and print channels to key deadlines</td>
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<td>▪ Curate, review and monitor existing content (in printed publications and both internal and external websites where applicable) and refresh, as required</td>
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<td>▪ Develop and manage the School's social media profiles and presence across a range of relevant channels focusing on School-level content to increase engagement with RKE activities and to increase the reputation of the School</td>
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<td>▪ Working with researchers, School RKE Services, and communications colleagues to develop ideas and briefs for digital and print campaigns including photography, design, and video and liaise with external suppliers as required</td>
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<td>▪ Ensure continuous improvement by tracking the success of campaigns using agreed KPIs and campaign dashboards</td>
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| 2 | ▪ **Web and digital marketing activity (including email communications)**  
  ▪ Create, and deliver targeted HTML emails (including e-newsletter and digital campaigns)  
  ▪ Manage data relating to recipients of emails  
  ▪ Monitor the success of research marketing campaigns to implement continuous improvement  
  ▪ Manage content and updates to School webpages, including regular reviews using analytics to proactively seek improvements  
  ▪ Develop new RKE webpages using existing templates in the Content Management System (CMS)  
  ▪ Optimise site content for search engines, increasing the School's visibility to existing and potential partners  
  ▪ Ensure that School websites conform to University brand guidelines, and security and legal standards, e.g. Data Protection, copyright  
  ▪ Analyse website statistics using Google Analytics and other available tools and suggest and implement improvements |
| 3 | ▪ **Internal marketing and communications**  
  ▪ Working with researchers, School RKE Services, and communications colleagues, develop marcomms campaigns focusing on internal and external audiences  
  ▪ Act as a brand champion and provide advice to the School on the University’s brand  
  ▪ Liaise with the central Internal Communications Team and Faculty Media Relations Manager where applicable |
| 4 | ▪ Any other duties appropriate to the role and level |

20% 30% 10%
## Person specification

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<th>Essential</th>
<th>Desirable</th>
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| **Skills**           | ▪ A range of marketing and communication skills including digital/social media marketing  
▪ Excellent customer service skills  
▪ Excellent copywriting skills  
▪ Excellent communication skills, both verbal and written  
▪ Proficient in MS Office, ideally Office 365 and Cloud-based solutions  
▪ Ability to identify new opportunities and creative solutions  
▪ Ability to plan and prioritise own workload in response to differing needs and delivering to tight deadlines | ▪ Skills with developing and maintaining databases |
| **Knowledge and experience** | ▪ Significant experience of working in a marketing role including experience of creating and curating content  
▪ Knowledge and experience of using Content Management and/or CX platforms  
▪ Knowledge of Google Analytics and other such tools to ensure data-driven decisions are taken in a marketing context  
▪ Experience of working on marketing assets  
▪ Experience of planning and prioritising own workload in response to differing needs and delivering to tight deadlines | ▪ Knowledge of higher education, particularly relating to research and knowledge exchange  
▪ Experience of undertaking market research  
▪ An understanding of the key working relationships required with staff at all levels across the School/University |
| **Qualifications, certification and training (relevant to role)** | ▪ HNC or HND in a relevant subject, or to A level or equivalent standard  
OR relevant professional marketing or communications qualification or equivalent experience | ▪ Educated to degree level, or equivalent  
▪ A marketing related professional qualification, or working towards a marketing related professional qualification e.g., Chartered Institute of Marketing (CIM) |
| **Statutory, legal or special requirements** | ▪ Keeping own skills up to date and further developing skills, knowledge and experience to be able to meet the demands of the role  
▪ Willingness to adopt the [vision and values](#) of the School of Medicine  
▪ Adopting and delivering to the School of Medicine’s Professional Services Service Excellence Standards | |
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.

The School of Medicine holds a Silver Athena SWAN award in recognition of our achievements in promoting and advancing these principles. Please see http://www.nottingham.ac.uk/medicine/about/athena-swan.aspx

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 the way to ensure people feel valued, developed and supported.

**Taking ownership**

Is clear on what needs to be done encouraging others to take ownership. Takes 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

Role holder

Key stakeholder relationships

- Head of RKE (or nominated deputy)
- Research Communications Coordinator
- External stakeholders
- School Colleagues
- Communications colleagues

School Colleagues

Communications colleagues