



Job title	UCAT Marketing and Communications Coordinator	Job family and level	Administrative, Professional and Managerial Level 3
School/ Department	School of Medicine, Education Centre	Location	University of Nottingham, Medical School

Purpose of role

The University Clinical Aptitude Test (UCAT) is an admissions test, used by a consortium of UK and international partner universities to help select applicants to their medical and dental degree programmes. The UCAT Consortium is a national organisation based at the University of Nottingham. More details regarding the test and the organisation can be found on the [UCAT website](#)

You will support UCAT in the development and delivery of a strategic marketing and communications plan. The role involves a wide range of responsibilities, including implementation of marketing plans, gathering market insight, and adapting marketing tactics, creating content for a range of digital and print communications, and evaluating the effectiveness of actions.

You will be responsible for ensuring all online and published materials communicate consistent messages, adhere to brand guidelines, and are written using the appropriate tone and voice for diverse audiences.

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. You will be expected to work flexibly to support the UCAT Team.

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

To find out more about the School of Medicine, its value, vision, teaching and research please see our [further information leaflet](#).

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	Web and digital marketing activity UCAT Website	60%

	<ul style="list-style-type: none"> ▪ Manage content and updates to UCAT’s webpages, including regular reviews using analytics to proactively seek improvements ▪ Develop new webpages using existing templates in the Content Management System (CMS) ▪ Optimise site content for search engines, increasing UCAT’s visibility to existing and potential partners ▪ Analyse website statistics using Google Analytics and other available tools and suggest and implement improvements ▪ Curate, review and monitor existing content and refresh, update, remove as required <p>Social Media</p> <ul style="list-style-type: none"> ▪ Develop and manage UCAT’s social media profiles and presence across a range of relevant channels focusing on content to increase engagement <p>Communications</p> <ul style="list-style-type: none"> ▪ Create, and deliver targeted emails (including e-newsletter and digital campaigns) to make contact with potential test takers ▪ Manage data relating to recipients of emails ▪ Monitor the success of email campaigns in order to implement continuous improvement ▪ Support the enhancement of internal communications across Consortium and partner universities <p>Marketing Activities</p> <ul style="list-style-type: none"> ▪ Work with the UCAT Team to plan, gather and create content including drafting, editing, proof-reading and publishing finished content via digital and print channels to key deadlines ▪ Develop and maintain critical relationships (including a database of contacts) with national organisations and Consortium (and partner) universities to communicate messages regarding the test to potential test takers through these channels ▪ Seek feedback from contacts as appropriate to further develop the strategy ▪ Develop ideas and briefs for campaigns including photography, design, and video and liaise with external suppliers as required ▪ Ensure continuous improvement by tracking the success of campaigns using agreed KPIs and campaign dashboards 	
2	<p>General Administrative duties</p> <ul style="list-style-type: none"> ▪ Support the UCAT Team in processing candidate on-line applications for UCAT bursaries and access arrangements making judgments based on established processes ▪ Respond to general candidate correspondence relating to issues such as registration, test booking and test preparation ▪ Deal with incidents raised by candidates that have occurred during testing, making judgments based on established process 	25%
3	<p>Events</p> <ul style="list-style-type: none"> ▪ Working with national organisations and Consortium (and partner) universities, support online events engaging with potential test takers and their advisers ▪ Develop materials to be delivered at such events either recorded, in person, or through third parties 	15%
4	<ul style="list-style-type: none"> ▪ Any other duties appropriate to the grade and level of the role 	N/A

Person specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> ▪ A range of marketing and communication skills including digital/social media marketing ▪ Excellent copywriting skills ▪ Excellent customer service skills ▪ Excellent project management skills ▪ Excellent communication skills, both verbal and written ▪ Excellent organisational skills with the ability to prioritise workloads and demonstrate flexibility ▪ Proficient in MS Office, ideally Office 365 and Cloud-based solutions ▪ Outstanding proofreading skills and meticulous attention to detail ▪ Judgment and understanding of how to respond to and route a diverse range of enquiries ▪ The ability to work under pressure ▪ Willingness to learn new skills and procedures ▪ High levels of resilience ▪ Ability to deal with a change ▪ Flexible team player willing to do what it takes to get the job done; adaptable and enjoys a challenge 	<ul style="list-style-type: none"> ▪ Market research skills ▪ Database and web skills
Knowledge and experience	<ul style="list-style-type: none"> ▪ 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 ▪ Ability to work independently and as part of a team ▪ Experience of working in a marketing role including experience of creating and curating content ▪ Copywriting experience ▪ Project management experience 	<ul style="list-style-type: none"> ▪ Knowledge of higher education, particularly within the medicine / healthcare setting ▪ Experience of working in a large and complex organization, preferably in education ▪ Experience of undertaking market research

	<ul style="list-style-type: none"> ▪ Experience of building a network of contacts for information gathering ▪ Experience of liaising with a range of stakeholders at various levels ▪ Experience of researching content in preparing for marketing and communications activity ▪ Experience of working on digital campaigns, measuring performance against agreed KPIs and using analytics to inform future decisions ▪ Experience of working in a customer focused environment 	
Qualifications, certification and training (relevant to role)	<ul style="list-style-type: none"> ▪ HNC or HND in a relevant subject, or equivalent qualifications/certification, plus considerable experience in a relevant role(s) OR ▪ Broad substantial relevant experience demonstrating general knowledge of marketing best practice 	<ul style="list-style-type: none"> ▪ Educated to degree level or equivalent ▪ A marketing related professional qualification, or working towards a marketing related professional qualification e.g. CIM
Additional information (e.g. Statutory/Legal)	<ul style="list-style-type: none"> ▪ Understanding the importance of confidentiality ▪ Ability to be diplomatic in sensitive situations ▪ Willingness to adopt the vision and values of the School of Medicine ▪ Willingness to travel to attend meetings outside Nottingham as and when required ▪ Support short online events which may take place outside the core working day and at weekends as and when required ▪ Adopting and delivering to the School of Medicine's Professional Services Service Excellence Standards 	



Athena Swan
Gold Award



Race Equality Charter
Bronze Award



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. Takes action when required, being mindful of important aspects such as health and safety, equality, diversity and 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

