



<b>Job title</b>	Senior Marketing and Digital Officer (HGI Programmes)	<b>Job family and level</b>	Administrative, Professional and Managerial Level 3
<b>School/ Department</b>	Haydn Green Institute (HGI), Nottingham University Business School	<b>Location</b>	Ingenuity Centre, Jubilee Campus

## Purpose of role

As Senior Marketing and Digital Officer (HGI Programmes) for the Haydn Green Institute for Innovation and Entrepreneurship (HGI) you will be part of a departmental professional services team supporting with the operational delivery of its marketing and digital activities for a diverse range of entrepreneurship programmes, including Ingenuity Impact, Your Entrepreneurs Scheme (YES), the Ingenuity Lab and the Witty Entrepreneurial Scholarship Programme. Responsible for the day-to-day planning, delivery, evaluation and continuous improvement of a range of marketing and digital activities, including implementation of marketing plans, creating social media posts, monitoring and measuring activity, adapting marketing tactics, coordinating print and digital marketing content, completing website updates, and supporting programme events.

Working closely with others in the programme teams and wider department, as well as HGI's network of internal and external stakeholders, you will assist the planning, delivery and evaluation of world-class enterprise skills and training activity and coordinate projects that underpin our commitment to supporting students, alumni, staff and community members to develop impactful start-ups.

The role holder will be responsible for developing a range of promotional content to position HGI as a leading institute in the field of entrepreneurship with a range of external and internal audiences and for ensuring all online and published materials communicate consistent messages, adhere to brand and accessibility guidelines and are written using the appropriate tone of voice for the relevant audiences.

You will work flexibly within the team to ensure the delivery of excellent and seamless support for the marketing, digital, communications and events activity.

	<b>Main responsibilities</b> (Primary accountabilities and responsibilities expected to fulfil the role)	<b>% time per year</b>
1	<p><b>Social media channels</b></p> <ul style="list-style-type: none"> <li>▪ Develop and implement social media plans that engage with the appropriate audiences, using design software and messaging to create engaging content.</li> <li>▪ Regularly report on social media activity and adapting content / engagement strategy as appropriate to ensure effectiveness and reach with range of audiences.</li> </ul>	30%

2	<p><b>Web and digital marketing activity</b></p> <ul style="list-style-type: none"> <li>▪ To work with colleagues within HGI to generate content for a range of online and offline channels (website, blogs, social media, printed materials) including news, research, events, case studies, and profiles.</li> <li>▪ Develop ideas and briefs for on and offline campaigns, including photography, design and video and liaise with external suppliers as required.</li> <li>▪ Manage content and updates to HGI, Ingenuity Impact and Your Entrepreneurs Scheme (YES) websites and webpages.</li> <li>▪ Ensure that the webpages confirm to University of Nottingham brand guidelines, security and legal standards, such as accessibility and GDPR.</li> <li>▪ Analyse webpage statistics using analytical tools and suggest and implement improvements.</li> </ul>	30%
3	<p><b>Events</b></p> <ul style="list-style-type: none"> <li>▪ Assist with the organisation and delivery of all HGI, Ingenuity Impact, Your Entrepreneurs Scheme (YES), the Ingenuity Lab and the Witty Entrepreneurial Scholarship Programme events.</li> <li>▪ Ensure that venues, room bookings, catering are booked via the appropriate university channels and in line with related University policies.</li> <li>▪ Produce event packs and all necessary documentation relating to each event.</li> <li>▪ Setting up webinars and online workshops using appropriate software and digital platforms.</li> <li>▪ Set up online facilities to manage and monitor bookings as appropriate.</li> </ul>	20%
4	<p><b>Internal marketing and communications</b></p> <ul style="list-style-type: none"> <li>▪ Provide advice and guidance on the university's brand and ensure compliance across all marketing materials.</li> <li>▪ Liaise with the central external relations team, student recruitment teams, and Faculty marketing team where applicable.</li> </ul>	10%
5	<p><b>Other</b></p> <ul style="list-style-type: none"> <li>▪ Attend away days and team meetings as required.</li> <li>▪ Set up and manage electronic filing systems (such as Teams)</li> <li>▪ Take part in project groups as required.</li> <li>▪ Any other duties appropriate to the role.</li> </ul>	10%

## Person specification

	<b>Essential</b>	<b>Desirable</b>
<b>Skills</b>	<ul style="list-style-type: none"> <li>▪ A demonstrable range of marketing and communication skills, with experience of working on digital campaigns, social media marketing including the evaluation of communications performance to drive continual improvement</li> <li>▪ Excellent copywriting, proof-reading and content management editing skills</li> <li>▪ Excellent project management skills with meticulous attention to detail</li> <li>▪ Excellent organisational skills, with the ability to prioritise workloads, meet deadlines and demonstrate flexibility</li> <li>▪ Demonstrate knowledge of digital technologies and their application to marketing and communication</li> <li>▪ Communication and interpersonal skills and the ability to influence and negotiate</li> <li>▪ Prioritisation, planning, organisation and time management skills</li> <li>▪ High level of IT Skills and digital competency</li> </ul>	<ul style="list-style-type: none"> <li>▪ Contensis CMS editing skills</li> </ul>
<b>Knowledge and experience</b>	<ul style="list-style-type: none"> <li>▪ Experience of working in a marketing / communications role and developing marketing / communications assets</li> <li>▪ Experience of researching content for marketing and communications purposes</li> <li>▪ Demonstrable experience of using social media for marketing purposes including Instagram, LinkedIn, Twitter and Facebook and evaluation of its effectiveness</li> <li>▪ Experience of organising and delivering events</li> <li>▪ Proven experience of having worked successfully with a range of stakeholders and as part of a team</li> <li>▪ Experience of working in a busy office environment with multiple simultaneous tasks and conflicting deadlines</li> </ul>	<ul style="list-style-type: none"> <li>▪ Experience of working in a large and complex organisation</li> <li>▪ Knowledge of the higher education sector</li> <li>▪ Experience providing a high level of customer service</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Experience of defining priorities and working flexibly and effectively under pressure</li> </ul>	
<b>Qualifications, certification and training (relevant to role)</b>	<ul style="list-style-type: none"> <li>▪ HNC or HND in a relevant subject or equivalent qualifications, plus considerable experience in a relevant role(s) OR</li> <li>▪ Broad substantial relevant experience, demonstrating knowledge of best marketing/communications practice</li> </ul>	<ul style="list-style-type: none"> <li>▪ Educated to degree level or equivalent</li> <li>▪ A marketing related professional qualification or membership or working towards this. (E.g. CIM)</li> </ul>
<b>Statutory, legal or special requirements</b>	<ul style="list-style-type: none"> <li>▪ Aware of the importance of data protection legislation</li> </ul>	



## 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:

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| <b>Valuing people</b>     | 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.   |
| <b>Taking ownership</b>   | 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. |
| <b>Forward thinking</b>   | Drives the development, sharing and implementation of new ideas and improvements to support strategic objectives. Engages others in the improvement process.   |
| <b>Professional pride</b> | Is professional in approach and style, setting an example to others; strives to demonstrate excellence through development of self, others and effective working practices.  |
| <b>Always inclusive</b>   | Builds effective working relationships, recognising and including the contribution of others; promotes inclusion and inclusive practices within own work area.   |

## Key relationships with others



