



Job title	Marketing Officer	Job family and level	Administrative, Professional and Managerial Level 3
School/ Department	External Relations	Location	Hybrid

Purpose of role

Responsible for delivering outstanding targeted marketing campaigns in line with undergraduate and postgraduate student recruitment strategy, to achieve awareness, lead generation and conversion objectives. Plans, delivers, optimises and reports on integrated student recruitment marketing campaigns, content and activities for UK and international audiences.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	Campaign delivery and optimisation • Deliver effective multi-channel student recruitment campaigns in line with marketing strategy, to achieve awareness, lead generation and conversion targets. • Contribute to the development of marketing campaign plans, proactively sharing ideas and best practice and working closely with the Heads of Student Recruitment Marketing, Marketing Managers and a wide range of key stakeholders. • Use data and insights (including sector, market, customer, competitors and channel performance) to inform and deliver effective campaigns that meet the needs of future students and their decision-making unit. • Deliver integrated multi-channel campaigns, content and activities across a mix of owned, earned, shared and paid-for channels – including but not limited to: SEO, digital advertising, email marketing, content marketing and social media marketing. • Work closely with the CRM team to ensure effective lead nurturing by delivering targeted email marketing campaigns. • Use resources effectively to ensure campaigns and activities are delivered on time, within budget and to quality standards. • Ensure the effective promotion of the university's portfolio of programmes, including undergraduate and postgraduate courses. • Use marketing tools and technologies, including the use of AI where appropriate, to ensure marketing operations are as efficient and effective as possible.	35%
2	Reporting and performance management	20%

	• Produce regular campaign performance reports for relevant stakeholders. • Continuously monitor, optimise and improve campaigns and activities to maximise the return on investment across all touchpoints, making recommendations based on data, customer insights and the latest marketing best practice. • Use performance dashboards and a variety of tools – including keywords, A/B testing and analytics - to ensure content and campaigns perform well. • Conduct regular testing and analysis of campaign, content and activity performance to continuously refine marketing approaches. • Comply with various standards (including brand guidelines, financial and procurement regulations, advertising standards and web accessibility) and legislation (including Data Protection and the Competition and Markets Authority).	
3	Marketing content • Update online and offline content that meets the needs of future students at each stage of their journey. • Write compelling copy and source images and videos. • Maintain schedules for updating content and support the production of marketing collateral. • Ensure effective personalisation, tailoring and targeting of content based on future students' demographics, behaviours, interests and needs. • Create and commission compelling student recruitment content that is optimised for multi-channel campaigns. • Ensure campaign messaging effectively communicates the University's value proposition and key selling points in both brand-level and subject-level content.	20%
4	Communication, stakeholder and supplier liaison • Work collaboratively and develop strong relationships across Marketing and Digital and the university • Communicate and engage effectively with multiple internal clients and stakeholders (including admissions, events, schools engagement, international student recruitment), and key stakeholders within professional services and faculties. • Liaise with academics to build subject knowledge, understand specific subject needs and achieve subject objectives for student recruitment, in line with institutional priorities. • Liaise with a range of third-party suppliers and partners to ensure best value (i.e. cost and quality) services are received and delivered. • Share knowledge and support the development of colleagues within the Student Recruitment Marketing team and the wider Marketing and Digital team.	20%
5	Other ▪ Keep up to date with marketing (including digital marketing) trends, tools, technologies and best practice to continuously improve campaign performance for competitive advantage, taking a proactive approach to continuous professional development. ▪ Represent the university at key student recruitment events such as open days and higher education fairs. This may involve occasional weekend work for which you will have time off in lieu.	5%

	▪ Participate in ad hoc projects on behalf of the wider Marketing and Digital team as directed by your line manager.	
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Person specification

	Essential	Desirable
Skills	▪ Excellent organisational and project management skills, with the ability to work independently and flexibly to manage multiple campaigns and activities simultaneously ▪ Ability to work well under pressure and deliver a high volume of quality work on time, within budget and to a high quality ▪ Excellent communication skills, including strong written and verbal communication skills ▪ Strategic thinker with ability to align marketing efforts with business objectives ▪ Able to design effective email marketing campaigns ▪ Strong analytical capabilities and data-driven decision-making approach ▪ Excellent project management skills ▪ Creative problem-solver who can identify innovative solutions ▪ Results-oriented with a focus on conversion metrics and enrolment outcomes ▪ Adaptable to changing market conditions and emerging recruitment trends ▪ Collaborative approach to working across organisational boundaries	▪ Use of Adobe martech
Knowledge and experience	▪ Significant marketing experience in a fast-paced marketing and/or communications environment. ▪ Significant experience in multi-channel marketing campaign delivery ▪ Experience of developing and implementing successful digital marketing campaigns ▪ Experience of optimising content to achieve marketing objectives ▪ Experience of successfully communicating with and managing stakeholder relationships ▪ Strong track record of utilising data, insights and analytics tools	▪ Higher education and student recruitment experience.

	▪ Experience of audience segmentation and personalization strategies ▪ Understanding of relevant legal and regulatory requirements (including data protection, advertising standards, web accessibility, Competition and Markets Authority)	
Qualifications, certification and training (relevant to role)	▪ Educated to degree-level or equivalent in Marketing, Communications, or a related field	▪ A professional qualification (e.g. CIM) in marketing



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 always equitable and fair and works with integrity. Proactively looks for ways to develop the team and is comfortable providing clarity by explaining the rationale behind decisions.
Taking ownership	Is highly self-aware, looking for ways to improve, both taking on board and offering constructive feedback. Inspires others to take accountability for their own areas.
Forward thinking	Driven to question the status quo and explore new ideas, supporting the team to "lead the way" in terms of know-how and learning.
Professional pride	Sets the bar high with quality systems and control measures in place. Demands high standards of others identifying and addressing any gaps to enhance the overall performance.
Always inclusive	Ensures accessibility to the wider community, actively encouraging inclusion and seeking to involve others. Ensures others always consider the wider context when sharing information making full use of networks and connections.

Key relationships with others



