



Job title	Marketing Executive	Job family and level	Administrative, Professional and Managerial Level 2
School/ Department	External Relations	Location	Hybrid

Purpose of role

Responsible for supporting the Marketing and Engagement Team to deliver student recruitment marketing campaigns and activity 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 and content support • Assist Marketing Managers, Marketing Officers and the social media team with the day-to-day delivery of effective multi-channel student recruitment campaigns, content, activities and tasks in line with marketing strategy (to achieve awareness, lead generation and conversion targets). • Support the delivery and optimisation of marketing activities and tasks 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. • Create and commission compelling student recruitment content that is optimised for multi-channel campaigns. • Write copy and source images and videos. • Assist the production of marketing collateral. • Make basic content updates to the university's website. • Support the effective promotion of the university's portfolio of programmes (including undergraduate and postgraduate course) by updating the online prospectus and listings sites. • Ensure campaign messaging effectively communicates the University's value proposition and key selling points in both brand-level and subject-level content. • Contribute to the development of marketing campaign plans, proactively sharing ideas. • 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.	50%

	• Use resources effectively to ensure campaigns and activities are delivered on time, within budget and to quality standards. • Use marketing tools and technologies, including the use of AI where appropriate, to ensure marketing operations are as efficient and effective as possible.	
2	Reporting and performance management • Report on marketing activity performance and support the production of marketing campaign performance reports. • Continuously monitor, optimise and improve marketing activities and tasks 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).	15%
3	Marketing project support and administration • Support scheduling, project management and documentation for campaigns, content (including marketing collateral) and activities. • Regularly monitor shared email mailboxes, respond to basic enquiries and direct enquiries to the appropriate colleague or manager. • Maintain accurate records to ensure compliance with relevant legislation (including data protection and Competition and Markets Authority). • Provide administrative support for the Student Recruitment Marketing and Engagement Team (including executive support for senior management when needed).	15%
4	Communication, stakeholder and supplier liaison • Work collaboratively and develop strong relationships in the Marketing and Engagement Team. • Communicate and liaise effectively with multiple internal clients and stakeholders as required (including admissions, events, schools engagement, web, social media, brand, student recruitment, communications and advocacy), and key stakeholders within professional services and faculties. • Liaise with a range of third-party suppliers and partners.	15%
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 Engagement team as directed by your line manager.	
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Person specification

	Essential	Desirable
Skills	▪ Excellent administrative, organisational and project management skills, with the ability to work independently and flexibly to manage multiple 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 produce marketing content for online and offline channels, including marketing collateral ▪ Strong analytical capabilities and data-driven decision-making approach ▪ Creative problem-solver who can identify innovative solutions ▪ Results-oriented with a focus on delivering business outcomes ▪ Adaptable to changing market conditions and emerging trends ▪ Collaborative approach to working across organisational boundaries	
Knowledge and experience	▪ Significant marketing experience in a fast-paced marketing and/or communications environment. ▪ Experience of multi-channel marketing campaign, content and activity delivery ▪ Experience of implementing successful marketing activities ▪ 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 ▪ 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 – or working towards one.
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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

This is a Smart Art diagram. Click on the boxes to enter the role holder's job title, line manager's job title and any direct reports (if applicable). If a role does not have any direct reports, remove this box by double clicking on it and pressing Delete.

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