

JOB DESCRIPTION

NOTE This job description does not form part of the employee's contract of employment but is provided for guidance. The precise duties and responsibilities of any job may be expected to change over time. Job Holders should be consulted over any proposed changes to this job description before implementation.

JOB TITLE: Marketing Officer

REPORTS TO: College Marketing Manager

DEPARTMENT: Marketing, Communications & Development

GRADE: NG4

PURPOSE:

To support the College Marketing Managers in their roles to directly partner with Schools within specified Colleges, as well as providing support to Marketing Campaigns Managers for Undergraduate, Post Graduate and Short Courses. Work with academic colleagues from Heads of College and Heads of Schools to Course Leaders, to operationalise and implement defined marketing plans at College and School level. To be a brand ambassador and role model, and in doing so represent the Marketing, Communications and Development Department in every interaction with every stakeholder.

PRINCIPAL ACCOUNTABILITIES:

1. Along with others, support the work of identifying opportunities to optimise school-level recruitment, raising the profile of Schools and Colleges reputation in line with the University's corporate strategy, and support the profile of the College and its schools and ensure all communication is aligned with the new School-level marketing plans. Ensure any activities are compliant with the brand guidelines and style guide.
2. Support the marketing and promotion of student recruitment (undergraduate / postgraduate) at high-profile events such as undergraduate open days, postgraduate information evenings, applicant days and online activities such as webinars and online Q&As.
3. Review and update web content for the assigned College according to defined editorial calendars, liaising closely with the Senior Published Information Officer and other members of the Digital Team. Ensure accuracy of prospectus content by engaging in the production process and liaising with School and Course Leaders to meet production deadlines.
4. Support the Marketing Campaigns Managers as required with the production of central marketing content, eg the Hello Westminster publication.

5. Highlight content to the Social Media Team for consideration to share on the University's centrally managed social media channels.
6. Support the College Marketing Manager, to commission and use market insight proactively to shape and develop marketing plans and the production of new assets for the recruitment of prospective students (undergraduate, postgraduate, professional, short courses and others).
7. Apply the outputs of market research to enhance the position of the Schools and Colleges, eg: School number planning, new course development, and student recruitment, in line with the targets and priorities of the Schools and Colleges.
8. Work with the College Marketing Manager to input into CRIC submissions and financial business cases to support investment for campaigns or marketing assets in Schools and Colleges.
9. Form strong cross-functional working relationships to collaboratively deliver on plans. Ensure all activities are delivered on time, on brand and within budget. Ensure client requirements are developed appropriately and are on track.
10. Support the College Marketing Manager and Marketing Campaigns Managers in work to evaluate and report actual versus planned outcomes of marketing strategies and plans. Demonstrate a return on investment from initiatives and embrace the concept of continuous improvement, always reaching for opportunities to do more and to do things better, in a cost-efficient, professional way. Ensure client feedback is incorporated into continuous review and improvement loops.
11. Work closely with Planning and Performance and Admissions to develop marketing activities across the student recruitment lifecycle. Always demonstrate excellent collaborative working.

Support the College Marketing Manager and Marketing Campaigns Managers with the production of high quality marketing assets and merchandise, as required.

12. Be an ambassador for the Marketing, Communications and Development function, always working constructively, positively and collaboratively with colleagues and stakeholders, and undertake any other duties as appropriate and as required by the College Marketing Manager from time to time.

CONTEXT:

The Marketing Officer is a member of the Marketing and Campaigns Team, within the Marketing, Communications and Development function. The Marketing and Campaigns team is required to maximise the University's student recruitment campaigns and raise brand profile to support the delivery of the University's strategy on income-generating activities. The team also have an important role in building the University's brand and reputation.

The Marketing Officer works with the College Marketing Manager to provide a key link between Schools and Colleges and the wider Marketing, Communications and Development function. They are required to manage all stakeholder relationships carefully, balancing out the needs of the client with the corporate goals and budget available. Their contribution supports an alignment to the corporate objectives including driving student recruitment and building institutional reputation by gaining support for recruitment activities and impact stories; working with academics to identify

ways to raise the profile of their School and College, which in turn drives interest in the institution; ensuring all marketing activities, irrespective of size or scale, are working hard for the University and achieving the objectives the initiative aimed to achieve.

The University requires all post holders to have an understanding of individual health and safety responsibilities and an awareness of the risks in the work environment, together with their potential impact on both individual work and that of others.

DIMENSIONS:

The Marketing Officer works in the University's Marketing, Communications and Development function. The post holder will be expected to foster a project working approach and to deliver a culture of sharing knowledge and information. The activities undertaken by the role holder have a direct impact on the way in which the Marketing and Campaigns budget is spent, although they are not directly responsible for oversight of the budget.

Staffing: This post holder has no formal supervisory or line management responsibilities.

KEY RELATIONSHIPS

- College Marketing Managers
- Marketing Campaigns Managers
- Marketing and Campaigns team
- Digital Team
- Corporate Communications Team
- Design Team
- Senior Published Information Officer
- CRM team
- Social Media team
- Design team

Reviewed and updated by Caroline Benyon
DATE February 2021

Person Specification

	Essential Criteria	Desirable Criteria
QUALIFICATIONS	A relevant first degree or equivalent practical experience that demonstrates relevant levels of knowledge and skills.	Professional qualification or working towards a professional qualification in a marketing related field.
TRAINING & EXPERIENCE	Experience of working within a customer-focused marketing environment	
	Experience of organising and delivering multi-channel and omni-channel marketing campaigns	
	Experience of working on digital campaigns - PPC, SEO, Social (paid and organic), Display	Experience of building a network of contacts for information gathering
	Experience of project and event co-ordination	
	Demonstrate excellent writing, editing and proofreading skills.	
	Experience of reporting on campaign effectiveness and making recommendations for improvement	
		Working knowledge of monitoring tools and digital analytics tools, along with experience of Google Analytics and Google Tag Manager or similar systems.
	Familiarity with UX as a discipline and its critical role in effective marketing.	
	Experience of writing high quality engaging copy for different audiences and channels	
	Demonstrate evidence where their campaigns have driven quality web traffic and increased conversions and/or sales.	
APTITUDE & ABILITIES	Have an in-depth knowledge and understanding of the principles of marketing and how different channels can be utilised to target different audiences.	
	A good understanding of and aptitude for brand and campaign management	Forward looking with commercial acumen
	A good understanding of current marketing trends and digital developments.	Proven budgetary skills

	Strong interpersonal skills, including the ability to handle a wide range of contacts tactfully and persuasively	
	Excellent IT skills	
	Creative and self-starter, enthusiastic and professional.	
	Ability to work under pressure to tight deadlines while applying quality standards to all tasks and ensuring that nothing is overlooked.	
	Ability to establish good working relationships with staff, students and external bodies	
	Ability to work flexibly, taking account of new information, unexpected situations or changed circumstances and modifying understanding of a problem or situation, accordingly, taking advantage of opportunities and overcoming problems.	
	Work effectively as a member of a team.	
PERSONAL ATTRIBUTES	Committed to continuous professional development	
	Integrity and independence of judgement	
	Adaptability and the flexibility to be responsive to new ways of working.	
	Fully committed to contributing to a stimulating learning and working environment, which is supportive and fair, based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable.	
OTHER	Willingness to work out of office hours for events	