CANDIDATE PACK

Marketing Executive

Global Recruitment, Admissions,
Marketing and Communications



OUR **UNIVERSITY**

Under the inspirational leadership of Professor Peter Bonfield OBE, the University of Westminster is a place where discoveries are made, barriers are broken, diversity is celebrated and where everyone is welcome. Serving more than 21,000 undergraduate, postgraduate, apprentice and executive students, our mission is to transform the lives of young people from all backgrounds. We seek to make the world a more inclusive, sustainable, better and healthier place through our educational, research and knowledge exchange endeavours.

Since our founding in 1838 we have stood out as innovators, committed to tackling social inequalities. In 2021, our University ranked 2nd in England out of more than 100 higher education institutions for social mobility. The ranking - produced by the Institute for Fiscal Studies and the Sutton Trust – compares the number of students from low-income backgrounds at universities, and the extent to which their studies helped them to move up the income ladder. Westminster has the second highest performance among universities in England.

As we focus forward to 2029, we will continue to do so in a way that is true to our progressive, compassionate and responsible values. Our education offer will be more personalised and authentic, giving students from all backgrounds an opportunity of transformative learning, helping them succeed in their studies and professional lives. Our curriculum will be employability-linked, leading to stronger outcomes and helping prepare our graduates for the world of work and for life. Our research and knowledge exchange will enable us to maximise our positive impact on societies in the UK and around the world in an environment where everyone is inspired to succeed. Our priorities of wellbeing, inclusion and sustainable development will help us as we navigate through the challenges and opportunities towards 2029.



OUR **PRIORITIES**

The University's 2022-2029 strategy, Being Westminster, sets us apart and builds on our unique history and achievements. In our University, we value social justice, moral conscience, inclusivity and equality, acting positively together to make change for good.

The University of Westminster has three priorities.

WELLBEING

Working and studying together at Westminster as a community of students and colleagues is a big part of our lives – doing so in an environment that places our wellbeing front and centre helps us to be safe and feel safe. We care for the safety, health and wellbeing of those around us as well as ourselves.

INCLUSION

All Westminster, colleagues and students are in a supportive and safe learning and working environment which is equitable, diverse and inclusive, is based on mutual respect and trust, and is a place where harassment and discrimination are not tolerated. As a responsible institution, we strive to ensure and to champion equality. As a progressive institution, we take pride in our diversity. As a compassionate institution, we commit to an inclusive culture that allows students and colleagues to reach their full potential.

SUSTAINABLE DEVELOPMENT

We take inspiration from the 17 United Nations' Sustainable Development Goals (SDGs) in how we drive our actions and activities and governance across our University. As a community, we bring together our collective energies to play our part in addressing the climate crisis and inequalities to enable a more sustainable and socially just world. We are one of the top 20 universities in the world in SDG 5 for providing equal access and supporting the academic progression of women. We are one of the top 25 universities in the world in SDG 10 tackling economic, health based and international inequalities. We are in the top 50 universities in SDG 12 for promoting resource and energy efficiency, having a sustainable infrastructure, and providing access to basic services for all.



OUR OBJECTIVES **2022-2029**

Against a backdrop of a changing and challenging higher education environment, the University has recently completed a major review of its objectives and strategy, and has published its commitments for the period 2022-29.

EDUCATION

We will offer personalised and authentic education, underpinned by an inclusive curriculum, to enable all our students, from all backgrounds, to engage in transformative learning and to succeed in their studies and professional lives. We will address global, political, and social challenges through a relevant demand-led and forward-looking portfolio. We will do this by offering authentic teaching, learning and assessment modes which immerse students in the wider-world through live projects, work-based learning and global opportunities. We will invest in our people to enable all teaching colleagues to plan and deliver exceptional learning experiences and professional colleagues to offer exceptional support. Students will be empowered by working in partnership with colleagues and fellow students to shape the Westminster experience. We will develop an integrated physical and digital environment that supports excellent practical, active and collaborative learning for all our students.

RESEARCH AND KNOWLEDGE EXCHANGE

Research and knowledge exchange are fundamental to our commitment to making a positive difference to the world and transforming lives. We are committed to research in four priority areas: Diversity and Inclusion; Health Innovation and Wellbeing; Sustainable Cities and the Urban Environment; Arts, Communication and Culture. Our excellence in research and knowledge exchange will infuse our education endeavour, inspiring and equipping our students as agents of change locally as well as globally. We will continue to grow our community of PhD researchers, ensuring that the Westminster postgraduate research experience remains sector leading and the foundation for great careers. In knowledge exchange we will focus on engagement with government, business and with the public and local community. We will achieve more when we identify shared interests and build partnerships with our communities and collaborate for the public good with a clear civic purpose.

EMPLOYABILITY

We will ensure that all our students benefit from employability-led learning and purposeful engagement with employers, business and industry, to give students from every background the best possible preparation for the world of work and enable the best possible employability outcomes. We will do this through the further extension and embedding of programmes such as work-based and placement learning; the Westminster Employability Award; Westminster Working Cultures; mentoring; and student enterprise. Employability-related learning will be a core and critical part of the courses and curriculum we offer, right across the University. It will be front and centre of life at the University for students and colleagues.



A key priority will be the development of a dedicated Centre for Employability and Enterprise at 29 Marylebone Road, intended to transform our student experience and our engagement with business, industry and employers. The Centre will provide a game-changing experience through which undergraduate and postgraduate students from across Westminster will come together and practise enterprise; develop an entrepreneurial mindset and skills; access training, work, projects, business advice and mentoring; and connect directly with employers. The future-focused environment of the Centre will scale up our employability provision, helping our students to be 'fit for the future' in the most challenging of post-pandemic labour markets and economic environments. It will strengthen links between our UK-based and international employer partners and our motivated, bright, work-ready students, affording employers access to a diverse mix of people right for the needs of the contemporary workforce.

GLOBAL ENGAGEMENT

We will raise the international reputation and reach of the University, ensuring that 30% of our undergraduate community and 70% of our taught postgraduates come to us from overseas. Overseas partnerships will remain central to our global engagements. We will prioritise the outward mobility of our students to partner institutions, Contributing to students' development of employability skills and competences. We will extend and deepen our Trans-National Education relationships. These partnerships, particularly that with Westminster International University in Tashkent, will move beyond franchised or validated arrangements to embrace employability, alumni-related research, CPD and knowledge exchange connections.



OUR STRUCTURE

ACADEMIC STRUCTURE

Our structure is built to deliver an enhanced learning environment, stronger and broader industrial, international and professional connections and pioneering and impactful research. The University comprises three Colleges:

Westminster Business School

- School of Organisations, Economy and Society
- School of Finance and Accounting
- School of Applied Management
- School of Management and Marketing

College of Creative Arts and Technologies

- School of Architecture and Cities
- Westminster School of Arts
- School of Computer Science and Engineering
- Westminster School of Media and Communications

Liberal Arts and Sciences

- School of Social Sciences
- Westminster Law School
- School of Humanities
- School of Life Sciences

The University Executive Board comprises:

- Vice Chancellor and President
- Deputy Vice Chancellor (Employability and Global Engagement)
- Deputy Vice Chancellor (Education and Students)
- Deputy Vice Chancellor (Research and Knowledge Exchange)
- Chief Operating Officer and University Secretary
- Three Heads of College

PROFESSIONAL SERVICES

Our Professional Services teams support the effective and professional delivery of our teaching, research and knowledge exchange and the management of student residences and sports facilities.

- Academic Registry
- Business Engagement and Graduate Futures Directorate
- Digital and Technology Services
- Estates
- Finance and Commercial Activities
- Global Engagement
- Global Recruitment, Admissions, Marketing and Communications
- Graduate School
- People, Culture and Wellbeing
- Research and Knowledge Exchange Office
- Strategy, Planning and Performance
- Student and Academic Services
- Learning Innovation and Digital Engagement



JOB DESCRIPTION

Job Title: Marketing Executive
Reports to: Postgraduate Marketing Manager
Department: Global Recruitment, Admissions, Marketing and Communications
Grade: NG4

ROLE PURPOSE

To support the planning, delivery and evaluation of marketing activities including campaigns, events, content and projects across the University of Westminster's undergraduate and postgraduate portfolio. Working across digital and offline channels, the role will use insight, creativity and performance data to connect with prospective students and other audiences, strengthen the University's brand and support student recruitment, conversion and other income generating opportunities.

PRINCIPAL ACCOUNTABILITIES

1. Support the planning, delivery and evaluation of integrated marketing campaigns and projects across the University's undergraduate and postgraduate portfolio. Work with colleagues across marketing and the wider University to deliver activity aligned to the GRAMC Strategy and the departmental Strategic Operating Plan.
2. Support the marketing and promotion of student recruitment activity and key events including undergraduate and postgraduate open days, offer holder days and webinars.
3. Create engaging audience-focused, content across a range of digital and offline channels, including email, web, social media, digital and print publications, blogs and advertising. Support the development of effective user journeys and contribute to improving the quality, relevance and performance of website content.
4. Work collaboratively with the Design team and other colleagues to produce high-quality marketing material and campaign assets, including digital and print advertisements, publications, promotional materials, video, social content, photography, webinars, blogs and student profiles. Ensure activity is delivered to agreed briefs, deadlines and quality standards.
5. Monitor and evaluate the performance of marketing activity using appropriate analytics and reporting tools. Provide regular campaign updates and insights to Marketing Managers, making recommendations to improve engagement, conversion and the effectiveness of future activity.
6. Support the effective use of digital marketing channels and tools, including paid social media, PPC, display and online advertising, SEO, CRM, email and generative AI tools. Maintain accurate campaign and advertising schedules and use digital analytics and search insights to support



campaign tracking, optimisation and performance.

7. Work closely with the College Marketing teams, the CRM team, Admissions and other colleagues to support with marketing activity that engages prospective students and contributes to conversion. Build positive and effective working relationships with internal stakeholders, students and external partners to ensure marketing activity is always well coordinated and delivered effectively.
8. Support the management of external agencies and suppliers, ensuring agreed activity is delivered to a high standard, on time and within budget. Contribute to the effective use of marketing resources and value for money across campaign activity.

CONTEXT

The Marketing Executive is a member of the Marketing & Campaigns team, which exists in the Global Recruitment, Admissions, Marketing and Communications (GRAMC) Department. GRAMC ensures a consistent, coherent, value for money and impactful approach to marketing communications supporting income generation through brand development, reputation management, student recruitment and corporate positioning.

The Marketing & Campaigns team has a fundamental responsibility to maximise the promotion of the University of Westminster to a range of external audiences, stakeholders and the wider public, and across a range of campaigns, channels and markets, with varied purposes and missions. There is a strong alignment to student recruitment and engagement within this team's focus. The post holder will play a key role in income generation to the University, not just in student recruitment terms, but in delivering campaign activities which promote the University of Westminster brand with alumni, donors and sponsors. The Marketing Executive is an important ally to the Marketing Managers, supporting the delivery of expertise and advice to colleagues. The post holder ensures marketing campaigns are operationally aligned with communications channels and departments within the University to strengthen the impact of marketing activity. The role holder helps to ens ure a consistent, coherent, value for money and impactful approach to marketing communications. The work will involve liaising with external agencies to help deliver on University campaigns.

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 post holder is expected to work collaboratively and constructively with colleagues and stakeholders across the University and to undertake other duties appropriate to the role as required. The post holder has no direct budget responsibility.

KEY RELATIONSHIPS

- Marketing & Campaigns team
- College Marketing Managers
- Social Media and Marketing Officers
- Design team
- Course Marketing Content Lead
- PR team
- CRM team
- Events team



PERSON **SPECIFICATION**

QUALIFICATIONS

Essential

- A relevant first degree or equivalent practical experience that demonstrates relevant levels of knowledge and skills.

Desirable

- Professional qualification or working towards a professional qualification in a marketing related field.

TRAINING AND EXPERIENCE

Essential

- A relevant first degree or equivalent practical experience that demonstrates relevant levels of knowledge and skills.
- 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 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.
- 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.

Desirable

- A sound knowledge of UK Government policies in education, and the international HE operating environment.
- Experience of using Google Analytics for monitoring marketing activity.
- Experience of building a network of contacts for information gathering

APTITUDES, ABILITIES AND PERSONAL ATTRIBUTES

Essential

- 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.
- A good understanding of current marketing trends and digital developments.
- Strong interpersonal skills, including the ability to handle a wide range of contacts tactfully and persuasively.



- Excellent digital skills including experience of Google Analytics and Google Tag
- Manager to support campaign tracking, reporting and optimisation
- 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.
- 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.
- Willingness to work out of office hours for events including some Saturdays

Desirable

- Understanding of new marketing practices
- Forward looking with commercial acumen
- Proven budgetary skills



FURTHER INFORMATION

VACANCY TYPE

This post is open to current internal colleagues &Westminster alumni and only and is available on a permanent, full time (1 FTE) basis.

SALARY

Salary will be £36,574 -£ 40,890 per annum .

LOCATION / SMART WORKING

This post is based at 32-38 Wells Street.

The University has adopted Smart Working principles to support and further our Equality, Diversity and Inclusion aims of being an inclusive, collaborative and flexible employer. Further details of Smart Working can be discussed at interview stage including any hybrid working.

RIGHT TO WORK

The Home Office requires all employers to ask all potential employees for supporting documentation to confirm that they are legally permitted to work in the United Kingdom. This applies irrespective of the duration or tenure of the contract. Please note that a right to work check will need to be carried out in line with Home Office guidance if you are to be offered this position. This will need to be completed prior to a formal written offer of employment being made to you.

If you do not currently have the right to work in the UK, we would encourage you to consult the UK Visas and Immigration website for further information. Depending on the role and if the relevant criteria are met, the University may be able to provide sponsorship. This would be discussed further should you be offered the post. Please note that sponsorship is not guaranteed for every role due to immigration rules and eligibility restrictions.

PENSION SCHEME

The post is superannuable under the Local Government Pension Scheme (LPFA).

EQUALITY, DIVERITY AND INCLUSION

At the University of Westminster, diversity, inclusion and equality of opportunity are at the core of how we engage with students, colleagues, applicants, visitors and all our stakeholders.

We are fully committed to enabling a supportive and safe learning and working environment which is equitable, diverse and inclusive, is based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable.

BENEFITS

The University offers a range of wellbeing and work-life balance benefits to recognise and reward the essential contribution our colleagues make to success and growth. Our benefits are inclusive for colleagues of all backgrounds including LGBTQ+



colleagues, disabled colleagues, pregnant colleagues, parents and carers, as well as colleagues of all genders, age, ethnicities, nationalities, religion and beliefs, and marriage and civil partnership status. Information on our benefits can be found at our Benefits Webpage

FREE SPEECH COMPLAINTS SCHEME

The Office for Students (OfS) operates a free speech complaints scheme. Under that scheme, the OfS can review complaints about free speech from non-student members, staff, applicants for academic posts and (actual or invited) visiting speakers. The scheme is free to use. Information about the complaints that the OfS can review is available on its website [www.officeforstudents.org.uk/for-providers/freedom-of-speech/free-speech-complaints/].

HOW TO APPLY

To apply for this vacancy, please visit our vacancies page where you will be able to register as a candidate and complete your online application.

You will be requested to upload a CV which will be used to populate relevant sections of your application. You will also be requested to complete a concise statement in support (ideally no longer than 1000 words), addressing the criteria in the Person Specification and your motivation for applying.

Please note that the application form contains an equality, diversity and inclusion section which must be completed. This information will not be made available to the selection panel and will not form any part of either the shortlisting or decision-making process.

The deadline for receipt of applications is 11.59pm on 23 November 2026

Interviews will likely be on 30 November 2026.

You will be fully informed of the outcome of your application.





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