**Job title: Marketing Communications Coordinator**

**Salary range and conditions: Grade 5 - £26,038 - £29,659**

**Department/Division:** Internal Communications Team**,** Communications Office, External Relations - https://www.lancaster.ac.uk/external-relations

**Reports to:** Head of Internal Communications

**About External Relations**

The Directorate of External Relations is responsible for managing the University’s reputation and raising our profile with external influencers and stakeholders as well as communicating with and marketing to the University’s audiences from staff, students and alumni to prospective students, our partners and their influencers, both in the UK and internationally.

The Directorate works across the University at all levels, providing support and advising colleagues as they build transformative relationships with their key audiences and communities.

As well as promoting Lancaster University as a great place to work, study and conduct world-class research, we provide support and guidance to future students in order to make informed choices and to apply to study with us.

**Job Purpose**

To provide a high level of support for the Internal Communications and Marketing Teams’ communications activity, in particular, operational delivery of current and prospective student communications and administrative support.

**Main Responsibilities**

1. Assist with gathering content, building and sending engaging online and email communications and campaigns to the University’s current students.
2. Help develop and maintain content plans and schedules for student communications, including the use of audience segmentation, marketing personas and content journeys.
3. Ensure all content within email communications is accurate, up to date and adheres to communication compliance legislation.
4. Work with agencies, the extended Communications and Marketing Offices, and within brand and style guidelines to create eye-catching email templates to continuously improve student communications and email engagement.
5. Implement data management to ensure effective audience segmentation and targeting, and reporting on results.
6. Evaluate the performance of student communications, making recommendations for improvements.
7. Implement A/B and multivariate testing on emails and content to maximise performance and engagement.
8. Manage the student communications inbox and feedback mechanisms.
9. Maintain a record of student email communications, in conjunction with colleagues from across the University.
10. Contribute to content planning sessions for the development of digital marketing assets for use in email marketing campaigns.
11. Create and develop engaging copy and digital content.
12. Work with colleagues across the University to gather student generated content to support email campaigns.
13. Ensure the University house style and tone of voice guide for copywriting is adhered to within student communications.
14. Develop creative social media content and posts to coincide with email campaigns, in line with the social media strategy.
15. Write and adapt copy for various channels, including print, web and multiple social media platforms.
16. Assist colleagues in the Communications Office and Marketing Office with copywriting and proofreading support.
17. Undertake any other tasks required as commensurate with the grade of the post.

**Job Hazards/Safety-Critical Duties and required Pre-employment Checks:** On occasion you may be required to work alone in a customer facing space. A full risk assessment has been conducted to ensure personal safety an emergency procedure in case of accident, fire or unprecedented incidents.

**Physical Demands:** On occasion you may be required to attend events which might involve working as a team to arrange and host a stand with marketing materials and literature. Is this is required, full training will be provided.

**Values:** The University recognises and celebrates good employment practice undertaken to address all inequality in higher education whilst promoting the importance and wellbeing for all our colleagues.

We expect all staff to embrace our core values and work positively to support equality, diversity, and inclusion, ensuring that every team member contributes to a supportive, and respectful working environment. Find out what it's like to [work at Lancaster University](https://www.lancaster.ac.uk/jobs), including information on our wide range of employee benefits, support networks and our policies and facilities for a family-friendly workplace.

Please note: This post may require you to work during the clearing and confirmation period – usually the latter end of August around A level results day. Leave during this period will be restricted.