

Job title: Marketing Communications Coordinator

Salary range and conditions: £26,707 to £30,378 (Full time, indefinite)

Department/Division: Marketing Office, External Relations

Reports to: Campaigns Officer

Manages/supervises: N/a

About us:

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, current 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.

The Marketing Communications Coordinator will join a team of marketing, communications and recruitment professionals who are tasked with attracting and converting high-calibre applicants to Lancaster University.

<https://www.lancaster.ac.uk/external-relations/>

Job Purpose

Reporting to the Campaigns Officer within the Campaigns Marketing Team, the role-holder will be responsible for providing a high level of support for all aspects of the Marketing Office's marketing communications activity, in particular, operational delivery of prospect and applicant email communications.

Main Responsibilities

Marketing Communications:

- Gather content, build emails and send communications and campaigns to the University's audiences, including prospects, applicants, parents and other supporters.
- Help develop and maintain content plans and schedules for prospect and applicant communications, including the use of audience segmentation, marketing personas and content journeys.
- Ensure all content within email communications is accurate, up to date and adheres to communication compliance legislation.
- Work with external design agencies, the extended Marketing Office, and within brand and style guidelines to create eye-catching email templates to continuously improve prospect and applicant communications and email engagement.
- Implement data management to ensure effective audience segmentation and targeting, and reporting on results.

- Evaluate the performance of prospect and applicant email communications, making recommendations for improvements.
- Carry out desk research to inform data driven marketing communications and email campaign planning.
- Implement A/B and multivariate testing on emails and content to maximise performance and engagement.
- Maintain a record of prospect and applicant email communications, in conjunction with colleagues from across the University, and update stakeholders on email communications activities.
- Provide email communications training and support to colleagues across the University.

Marketing Content:

- Contribute to content planning sessions for the development of digital marketing assets for use in email marketing campaigns.
- Create and develop engaging copy and digital content for email campaigns.
- Work with colleagues and student content creators across the University to gather content to support email campaigns.
- Support Brand colleagues in developing and maintaining a house style and tone of voice guide for copywriting for student recruitment communications.
- Develop creative social media content and posts to coincide with email campaigns, in line with the social media strategy.
- Write and adapt copy for various channels, including print, web and multiple social media platforms.
- Assist colleagues in the Marketing Office and student recruitment teams with copywriting and proofreading support.
- Undertake any other tasks required as commensurate with the grade of the post.

The duties outlined above are not intended to be exhaustive and may change as organisational needs evolve. As duties and responsibilities change, the job description will be subject to periodic review and amendment in consultation with the post-holder.

Job hazards/safety-critical duties and required pre-employment Checks: On occasion, the post-holder may be required to work alone. A full risk assessment has been conducted to ensure personal safety and appropriate emergency procedures in the event of accident, fire or other unforeseen incidents.

Physical demands: On occasion, the post-holder may be required to travel to attend events which involve working evenings or weekends alone or as part of a team (for example to attend a conference or workshop). Where required, full risk assessments and training will be provided.

Values: In pursuit of our Vision and in keeping with our Purpose, we work to uphold our values:

- We respect each other by being open and fair and promoting diversity
- We build strong communities by working effectively together in a supportive way
- We create positive change by being ambitious in our learning, expertise and action.

The University recognises and celebrates good employment practice that addresses inequality in higher education and promotes the wellbeing of all colleagues.

The University is committed to fair, lawful and inclusive employment practices in accordance with the Equality Act 2010 and relevant professional standards. All staff are expected to conduct themselves professionally and respectfully at work and to contribute to an environment free from unlawful

discrimination, harassment or victimisation. This expectation relates to behaviour and professional practice and does not require staff to hold or express particular beliefs or viewpoints. Selection decisions will be based on merit, professional competence and the ability to meet the requirements of the role.