

**JOB DESCRIPTION**  
**Faculty Marketing Coordinator – Faculty of Health and Medicine**  
**Vacancy Ref: N1737**

<b>Job Title:</b> Faculty Marketing Coordinator	<b>Present Grade:</b> 5S
<b>Department/College:</b> Marketing Team, Communications and Marketing	
<b>Directly responsible to:</b> Faculty Marketing Manager	
<b>Supervisory responsibility for:</b> N/A	
<p><b>Other contacts</b></p> <p><b>Internal:</b> Faculty and departmental staff, Departmental Admissions staff, Central administrative staff, Assistant Dean for Communications and Marketing, Associate Dean for Undergraduate Education, Associate Dean for Postgraduate Education, ISS and Library staff,</p> <p><b>External:</b> External agencies, suppliers and providers, other institutions and organisations as appropriate.</p>	
<p><b>Major Duties:</b></p> <p>To provide a high level of marketing and communications support for all aspects of the Faculty’s communication and marketing activity. To be a proactive member of the Faculty Communications and Marketing committee and other relevant meetings which align to the duties set out below.</p> <p>Duties will include:</p> <p>Marketing Campaigns</p> <ul style="list-style-type: none"> <li>• Coordinate and develop the marketing content for student recruitment marketing campaigns</li> <li>• Coordinate and develop engaging content for student recruitment conversion campaigns.</li> <li>• Undertake desk research to support student recruitment campaigns</li> <li>• Analyse campaign feedback and create reports</li> <li>• Coordinate and develop the marketing content to support communication of the Faculty’s engagement agenda</li> </ul> <p>Marketing Content</p> <ul style="list-style-type: none"> <li>• Develop creative and compelling, relevant and relatable content for use in printed materials, online platforms and a range of social media channels in line with the social media strategy</li> <li>• Write compelling copy for the Faculty websites to cover all aspects of its activities including but not limited to: feature articles, news stories, course information, student and alumni profiles</li> <li>• To ensure consistent, accurate and timely delivery of marketing content</li> <li>• Manage and keep up to date the Faculty image library and key facts database and their uses across our digital and printed content</li> <li>• Support the development of engaging and lively content for the prospectuses, iLancaster app, and online modules</li> </ul> <p>Brand</p> <ul style="list-style-type: none"> <li>• Manage brand collateral including logos, templates and guidelines to ensure consistent brand delivery</li> </ul>	