

JOB DESCRIPTION
Marketing Coordinator – Marketing, Communications & Marketing
Vacancy Ref: N1835

Job Title: Marketing Coordinator	Present Grade: 5S
Department/College: Communications and Marketing	
Directly responsible to: Assistant Head of Marketing	
Supervisory responsibility for: N/A	
Other contacts	
<p>Internal: Central administrative staff, Senior Management Team, ISS and Library staff, Faculty and departmental staff</p> <p>External: External agencies, suppliers and providers, other institutions and organisations as appropriate.</p>	
Major Duties:	
<p>To provide a high level of administrative support for all aspects of the Marketing Team’s marketing communications activity. Duties will include:</p> <p>Marketing Campaigns</p> <ul style="list-style-type: none"> • Coordinate and review the development of marketing content for student recruitment campaigns directed by the Assistant Head of Marketing • Develop content and manage the running of email campaigns including creating new email templates and written copy, data management to ensure effective segmentation and targeting, and reporting on results • Manage the University Instagram account to engage prospective students with regularly updated content and ensure regular updating of marketing content on the Facebook and Twitter channels. <p>Marketing Content</p> <ul style="list-style-type: none"> • Undertake planning and preparation of digital marketing collateral (including but not limited to video and photography) • Coordinate the development and implementation of a media library in conjunction with colleagues from across the University and maintain content within the media library • Create & develop engaging and lively course and student recruitment content for the prospectuses, website, and email campaigns • Creating compelling copy for the core University website and other digital channels, ensuring an optimal user experience. There will be opportunity to assess existing content and to regularly write new copy. • Working with the Marketing Officer to update course marketing content on the University website, including the updating of module content on course web pages • Develop a bank of standard copy for use across various channels <p>Brand</p> <ul style="list-style-type: none"> • Manage brand collateral including logos, templates and guidelines to ensure consistent brand delivery 	

- Manage the Marketing team inbox requests for brand collateral and marketing support, directing requests to relevant team members where required
- Oversee external web sites and directories to ensure consistent and accurate use of the University brand and factually accurate content and information. Manage regular updating of such sites and directories.