

JOB DESCRIPTION
Marketing and Communications Co-ordinator
Vacancy Ref: N2016

Job Title:	Marketing and Communications Co-ordinator	Present Grade: 5
Department/College:	Facilities, Business Support	
Directly responsible to:	Facilities Marketing and Communications Manager	
Supervisory responsibility for: N/A		
Other contacts		
Internal: Facilities Division; Commercial Services - Pre-School, Lancaster Conferences, Accommodation, Retail, Hospitality, Design, Print and Photography; Sport, Infrastructure, Estates Development & Operations. Marketing & Communications, Student Based Services, Finance – Procurement, LUSU, current Students.		
External: Potential students, local community, design and print agencies.		
<div><div></div><div><div><div>1.</div><div>Major Duties: Plan and co-ordinate the effective distribution of promotional information and materials e.g. digitally and in print</div></div><div><div>2.</div><div>Manage a student and staff promotional team to carry out promotional distribution and activity as required to promote the facilities</div></div><div><div>3.</div><div>Assist with the planning and co-ordination of the annual marketing plans and creative promotional campaigns for campus facilities</div></div><div><div>4.</div><div>Co-ordinate and lead regular marketing update meetings</div></div><div><div>5.</div><div>Attend the Commercial Services monthly meetings to give updates on marketing activity</div></div><div><div>6.</div><div>Carry out market research activities e.g. distribution of questionnaires, feedback forms, recruiting students for focus groups</div></div><div><div>7.</div><div>Promote advertising opportunities to commercial tenants and others as required</div></div><div><div>8.</div><div>Monitor and record marketing spend with external suppliers on a daily basis following procurement guidelines</div></div><div><div>9.</div><div>Plan and write promotional copy for websites, articles, enewsletters and social media</div></div><div><div>10.</div><div>Manage and proactively update the website and social media content on a daily basis, responding to posts as required</div></div><div><div>11.</div><div>Plan and attend a range of events such as staff induction days, university open days, freshers’ fairs etc.</div></div><div><div>12.</div><div>Co-ordinate design and print work in-house and with external design agencies following briefings from the facilities team</div></div><div><div>13.</div><div>Carry out administrative duties to ensure the successful operation of Facilities marketing</div></div><div><div>14.</div><div>In addition to the above, to carry out any such other duties including deputising for the Facilities Marketing and Communications Manager when required.</div></div></div></div>		