



**JOB DESCRIPTION**

**Marketing Officer – Greater Innovation for Smart Material Optimisation**

**Vacancy Ref: N2331**

<b>Job Title:</b> Marketing Officer	<b>Present Grade:</b> 4
<b>Department/College:</b> Faculty of Science and Technology	
<b>Directly responsible to:</b> Partnerships and Business Engagement Marketing Manager, Science and Technology	
<b>Supervisory responsibility for:</b> NA	
<p><b>Other contacts</b></p> <p><b>Internal:</b> FST Cross Theme Team, GISMO Project Team, Academic staff, business development staff in other areas, departmental, faculty and central services support staff, Project Technical team.</p> <p><b>External:</b> Marketing suppliers, external target audiences including appropriate members of staff in businesses, project staff at partner institutions.</p>	
<p>The role of the Marketing Officer will work under the direction of the Marketing Manager to assist in the co-ordination and implementation of targeted communications for GISMO to a regional network of clients, stakeholders and partners in line with marketing strategy and in compliance with European Regional Development Fund (ERDF) regulations.</p> <p>Principle duties of the role are to:</p> <ul style="list-style-type: none"> <li>• Maintain interactive marketing channels for the purpose of raising awareness and recruitment, including regularly creating and updating relevant content through digital and offline channels</li> <li>• Help plan, co-ordinate and attend GISMO events such as networking events, workshops- which will take place in Cheshire, and Lancaster University facilities tours</li> <li>• Liaise with external creative agencies and suppliers in the production of promotional materials specific to ERDF projects in line with funding and departmental requirements by co-ordinating and collating responses to briefs from the Marketing Manager</li> <li>• Support the project team with the preparation and production of programme materials including folders and electronic resources</li> <li>• Sourcing, editing and resizing imagery for marketing communications via Photoshop or similar software</li> <li>• Attend the GISMO update meetings to help give updates on marketing activity</li> <li>• Carry out administrative duties as required to ensure the successful operation of GISMO marketing</li> </ul> <p><b>This role is part-financed by the European Regional Development Fund</b></p>	
<div>  <div> <p><b>European Union</b></p> <p>European Regional Development Fund</p> </div> </div> <div>  </div>	