

**JOB DESCRIPTION**  
**Marketing Assistant**  
**Vacancy Ref: N2676**

Job Title: Marketing Assistant	Present Grade: 4S
Department/College: Careers and Employability	
Directly responsible to: Student Engagement Manager	
<p>Other contacts</p> <p>Internal:          Director of Careers and Employability, all staff in Careers and Employability, Careers in LUMS and in faculty, Alumni Relations, Enterprise Services, academic, administrative and secretarial staff within the departments and faculties, staff within the University professional services teams – finance, catering, facilities, ISS.</p> <p>External:          Graduate employers, visitors, suppliers and VIPS, Alumni, and other stakeholders related to careers and employability.</p>	
<p><b>Role outline:</b></p> <p>The Marketing Assistant will support the Careers and Employability team and ERDF projects and Recruitment Service team members by working closely with colleagues to communicate events, and services to students, graduates and alumni ambassadors and student societies.</p> <p>Duties will include: digital design for event promotion, supporting team administration, social media communication and data collection, input and analysis, financial transaction processing, travel planning and supporting front line enquiries.</p> <p>An important element of the role is to ensure that all forms of communication are attractive, effective and consistent and that events, vacancies and other opportunities to enhance the student and graduate experience are advertised using a wide range of media including web pages, Moodle, TARGETConnect, Facebook and other social media channels.</p> <p>Major Duties:</p> <ul style="list-style-type: none"> <li>• Administration of the processes needed to support the work of the Director of Careers and Employability, and the staff in Careers and Employability and Employment and Recruitment Service teams.</li> <li>• Provide professional friendly first line support: in person, by email or phone for Careers and Employment and Recruitment Service Enquiries</li> <li>• Provide design, clerical and administrative support for newsletter production, promotion of services and event management including:             <ul style="list-style-type: none"> <li>○ Designing of materials attractive to students and graduates, word processing, formatting documents, creative preparation of online and social media campaigns marketing and other design-led and written communication</li> <li>○ preparation of reports and spreadsheets; preparation of marketing materials and slides for plasma screens</li> <li>○ answering enquiries face to face, solving problems and signposting students or employers to the right tools</li> </ul> </li> </ul>	

- managing mailboxes, uploading vacancies into TARGETconnect and directing telephone enquiries and taking messages.
- Ensure events and vacancies are advertised on appropriate forums and communicated to students:
  - including TARGETconnect, Facebook, Twitter, Moodle, newsletters and flyers;
  - maintaining accurate records, both paper files and databases, and running reports as required.
- Host guests, alumni, candidates and employers, applicants and parents in support of University business such as visit days, open days, job interviews and employer visits.
- Undertake the organisation and administration of meetings and supporting the wide range of careers and alumni events.
- Maintaining and updating web pages and student resources on Moodle.
- Generate and collate creative content and to produce the students and employer newsletters
- Support the management of a team of Student Ambassadors.
- Communicate effectively with other members of the team to ensure that a coordinated and efficient service is provided.
- Become a process owner for display screen assessment and first aid in the team and support colleagues outside of Careers and Employability should the need arise.
- Financial administration including:
  - preparing purchase requisitions, orders, invoicing, and other finance administration processing
- Undertaking any other administrative and clerical duties as required as consistent with the grade of the post.