**JOB DESCRIPTION**

**Campaigns Officer – Marketing Office**

**Vacancy Ref:** N2774

<table>
<thead>
<tr>
<th>Job Title: Campaigns Officer</th>
<th>Present Grade: 6</th>
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<td><strong>Department/College:</strong> Marketing Office, External Relations</td>
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<td><strong>Directly responsible to:</strong> Head of Campaigns</td>
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<td><strong>Supervisory responsibility for:</strong> Marketing Coordinator/s and Digital Content Ambassadors</td>
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**Other contacts**

**Internal:** central professional services staff, senior management team, faculty and departmental staff, LUSU

**External:** External agencies, suppliers and providers, other institutions and organisations as appropriate

**Major Duties:**

To deliver the University’s marketing campaigns for student recruitment, especially lead generation and Clearing campaigns, to ensure that student recruitment targets are met.

Duties will include:

**Marketing Campaigns**

- Deliver marketing campaigns for student recruitment as directed by the Head of Campaigns and the International Marketing Manager.
- Project manage integrated marketing campaigns across multiple channels, including but not limited to, digital display advertising, paid and organic social media campaigns, paid search, and email marketing campaigns with external suppliers of prospect leads.
- Ensure marketing campaigns are delivered to brief, including meeting agreed deadlines, budget and objectives.
- Ensure target audiences for marketing campaigns are appropriately segmented, including the use of geographic and demographic profiling, subject of interest categorisation, as well as audience personas.
- Monitor the performance of live marketing campaigns to optimise results, especially calls to action and conversion goals. Conduct data-driven post-campaign evaluation to determine return on investment and recommendations for future activity.
- Act as a central point of contact for colleagues in their development of subject-specific marketing campaigns, offering advice and guidance to assist them in delivering effective marketing campaigns which achieve their recruitment objectives.
- Undertake regular professional development and horizon scanning, both within and outside the HE sector, to maintain knowledge of new and emerging marketing techniques and digital platforms.

**Campaigns Content**

- Produce engaging marketing collateral, including but not limited to: video, photography, animation, gif and infographics for use in marketing campaigns.
- Write and edit persuasive copy of a professional standard for both print and digital channels.
- In collaboration with the Digital Content Team, recruit and supervise paid Digital Content Ambassadors to produce student content for use in marketing and email campaigns, in keeping with Lancaster’s content marketing approach to student recruitment.
- Manage external agencies and suppliers to produce high-quality marketing collateral, ensuring projects are delivered to meet deadlines, budget and objectives.
• Ensure content used in campaigns meets the University’s quality standards and all regulatory compliance such as accessibility regulations and those set by ASA and CMA legislation.
• Ensure content produced is diverse and inclusive, and representative of the University’s values.
• Create engaging and effective campaign landing webpages with clear calls to action and conversion goals.
• Maintain a repository of digital content within the online media library.
• Act as a central point of contact for colleagues in faculty marketing teams in their development of subject-specific marketing content, offering advice and guidance to assist them as required and sharing best practice whenever possible.

Brand
• Alongside colleagues in the Marketing Team, manage the Marketing Services email inbox to respond to requests for brand collateral and marketing advice and guidance, directing requests to relevant team members where required and taking a lead on enquiries relating to marketing campaigns for student recruitment.
• Manage brand collateral including logos, templates and guidelines to ensure a consistent visual identity.

Please note: This post will require you to work some weekends and evenings to provide digital communications support for recruitment events and also during the clearing and confirmation period – usually the latter end of August around A level results day. Leave during this period will be restricted.