# JOB DESCRIPTION

**Marketing Coordinator – Marketing, External Relations**

**Vacancy Ref:** N2860

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Marketing Coordinator</th>
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<tr>
<td>Present Grade:</td>
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<tr>
<th>Department/College:</th>
<th>Communications and Marketing</th>
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<tbody>
<tr>
<td>Directly responsible to:</td>
<td>Marketing and Communications Manager/ Campaigns Officer</td>
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<tr>
<td>Supervisory responsibility for:</td>
<td>N/A</td>
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**Other contacts**

**Internal:** Central administrative staff, Senior Management Team, ISS and Library staff, faculty and departmental staff

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

**Major Duties:**

To provide a high level of support for all aspects of the Marketing Office’s marketing communications activity. Duties will include:

**Marketing Campaigns**

- Coordinate and review the development of marketing content for student recruitment campaigns.
- 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.
- Creating content plans for enquirer and applicant communications and keeping these up to date.
- Carry out desk research to inform data driven campaign planning.

**Marketing Content**

- 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 and develop engaging and lively course and student recruitment content for the prospectuses, website, and email campaigns including copywriting.
- Work with colleagues across the University to gather student generated content to support 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.
- 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.
- Develop creative and compelling content for a range of social media channels in line with the social media strategy.
- Build, write copy and gather content for engaging email communications in our customer relationship management platforms.

**Brand**

- Manage the Marketing team inbox requests for brand collateral and marketing support, directing requests to relevant team members where required.
- Manage brand collateral including logos, templates and guidelines to ensure consistent brand delivery.
- 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.
- Create internal stakeholder communications to update colleagues with news and to circulate campaign...
reports and marcomms updates.

Undertake any other tasks required.

Please note: This post will require you to work during the clearing and confirmation period – usually the latter end of August around A level results day. Leave during this period will be restricted.