Job Description

Marketing Assistant

Salary: Grade 4

Contract: Full time, fixed term

Location: Canterbury Campus (with requirement to work across campuses)

Responsible to: Marketing Projects Lead

Job family: Administrative, professional and managerial

Job purpose

As a member of the central Marketing and Student Recruitment team, the Marketing Assistant will support UG and PG marketing across the Directorate. They will provide marketing, conversion and administrative support for both home and overseas postgraduate and undergraduate recruitment as directed by the Marketing Projects Lead.

The role holder will provide administrative support to help deliver acquisition and conversion campaigns activity, support data gathering and the provision of regular reports, and support the wider team in liaising with Finance with regards to processing and payment of purchase orders and invoices.

A proactive member of the team, the role holder will work in close collaboration with colleagues in the wider Future Student directorate.

Key accountabilities

The following are the main accountabilities for the job. Other duties, commensurate with the grading of the job, may also be assigned from time to time.

* Under the direction of the Marketing Projects Lead, support the delivery of the annual plan to maximise home and international student recruitment. Ensure the University continues to positively enhance its recruitment targets, profile and reputation in line with University processes, policies and ambition, and that the local activity draws on resources in the central teams.
* Analyse data and information from a range of sources in support of marketing activities in order to both support and inform the University’s marketing and recruitment plan, as directed by the Marketing Projects Lead.
* Manipulate and assess data for conversion campaigns and the CRM as required and directed by the Marketing Projects Lead.
* Support the creation of digital (e.g. assisting with photoshoots, videography, podcasts) and written content working closely with the wider team at all times.
* As required, support recruitment and conversion activities such as Open Days and Applicant Days, Clearing, and student facing related events to further maximise the University’s student number targets.
* As directed, monitor and update key external course listings, with the aim of encouraging and increasing student applications and promoting brand awareness to support the University in achieving its recruitment targets.
* Co-ordinate the purchase and stock levels of marketing merchandise. Raise purchase orders and process payment of invoices across the department.

Key challenges and decisions

The following provide an overview of the most challenging or complex parts of the role and the degree of autonomy that exists.

* The role holder will need to manage a complex workload with competing priorities, demands and deadlines. The role holder will agree objectives and overall priorities with the Marketing Projects Lead, but is expected to manage and navigate multiple stakeholders and unexpected/unplanned work within overall timeframes.
* The role holder will need to build and maintain good working relationships with students, staff and central professional service teams; exercising tact, discretion and diplomacy at all times.

# Facts & figures

The administration of marketing and recruitment activities that support the recruitment of students. The role holder will have to deal with peaks in workload.

Internal & external relationships

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| --- | --- |
| **Internal:** | Students, academics and professional services staff; Estates and Commercial Services. |
| **External:** | Event providers/organisers, local schools and colleges, future students, and key influencers: parents, teachers, advisers |

The role holder is expected to demonstrate a commitment to equality, diversity and inclusion; promoting collaboration and positive partnerships, working harmoniously with colleagues, students and other stakeholders of all cultures and backgrounds. The role holder is also expected to be an integral member of the Future Students & Brand directorate and passionate about driving forward growth and sustainability for the University. To this end, the role holder will be required to engage with occasional weekend and evening work and nominate themselves to support at recruitment and other university-wide events.

Health, safety & wellbeing considerations

This job involves undertaking duties which include the following health, safety and wellbeing considerations:

* Regular use of Screen Display Equipment.
* Pressure to meet important deadlines such as might be inherent in high profile projects.
* There may be a requirement to work evenings and weekends.
* Ability to travel in a timely and efficient manner occasionally between campuses.

Person specification

The person specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Applications will be measured against the criteria published below.

Selection panels will be looking for clear evidence and examples in an application, or cover letter (where applicable), which back-up any assertions made in relation to each criterion.

**Essential Criteria:**

* Educated to A level or equivalent **(A)**
* GCSE Maths & English (grade C/4 or above) or equivalent **(A)**
* Previous administrative experience in a customer facing role **(A ,I)**
* Some prior knowledge and understanding of marketing and recruitment, ideally gained in the higher education sector **(A, I)**
* Effective written and verbal communication skills, with the confidence to build effective relationships **(I)**
* Excellent IT skills, particularly Microsoft Office packages (**I)**
* Excellent interpersonal skills and customer service skills including a helpful and responsive manner with the ability to remain calm when under pressure **(I)**
* Ability to deal with changing priorities in the workplace **(I)**
* Firm commitment to achieving the University’s vision and values, with a passion for a transformative student experience and multidisciplinary, impactful research **(I)**
* Commitment to deliver and promote equality, diversity and inclusivity in the day to day work of the role **(I)**

**Desirable Criteria:**

* Experience of processing purchase orders and invoices (A,I)
* ECDL or equivalent IT qualification **(A)**
* Experience of organising and delivering events **(A, I)**

*Assessment stage: A - Application; I - Interview; T - Test/presentation at interview stage*