

Job Description

Business Development & Marketing Officer

Salary:	Grade 6
Contract:	Full time, ongoing
Location:	Medway Campus
Responsible to:	Senior Business Development & Marketing Officer
Job family:	Administrative, professional and managerial

Job purpose

To develop and implement marketing campaigns and support business development, including publicity, outreach and employer engagement, within Lifelong Learning. Working within the broader University strategy and to brand guidelines, the role holder will co-ordinate a range of activities, aimed at promoting apprenticeships, to both employers and prospective learners.

Key accountabilities

- Working closely with the SMT, help provide strategic direction for Lifelong Learning's marketing activity, ensuring marketing and business relationship activity is in line with University and the Lifelong Learning digital, HDA, and lifelong programme provision strategies and achieves stated aims.
- Manage successful marketing campaigns from initial planning through to benefits realisation, ensuring campaigns are kept within agreed budgets and offer excellent return on investment. This includes producing publicity materials in line with University guidelines, organising events and communicating to audiences via a multi-channel approach.
- Maintain up to date knowledge of new and amended apprenticeship standards and Lifelong Learning's growing portfolio; communicate this effectively to relevant audiences and stakeholders.
- Actively engage in Business to Business sales, to increase new provision and apprenticeship business opportunities for the University.
- Working with the Senior Business Development and Marketing Officer, coordinate employer engagement activity relating to the Lifelong Learning portfolio.
- Coordinate Lifelong Learning school outreach activity, in conjunction with the University's Outreach and Widening Participation team, with the aim of maximising apprentice numbers.
- Carry out timely and accurate office administration in relation to marketing, web, publications and communications in Lifelong Learning, in accordance with quality standards, and participate in continuous improvement initiatives.

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.

- Managing a complex workload with competing demands and deadlines. The role holder will agree objectives and overall priorities but is expected to manage unexpected/unplanned work within overall timeframes.
- Maintaining a detailed knowledge of General Data Protection Regulations (GDPR) relating to Business to Business marketing, ensuring Lifelong Learning activity is compliant.

Facts & figures

In addition to post-graduate part-time learners, collaborative partner delivered provision and short courses, within Lifelong Learning there are apprentices enrolled across a range of Kent apprenticeship programmes. The number of students, apprentices, learners and programmes grew significantly in 2020/21 and this is set to continue. Currently the provision is offered via non-traditional delivery routes including digital, on-line and blended learning, as well as face-to-face block teaching. This role will have responsibility of allocating the £45,000 Marketing budget in line with the department needs in collaboration with the Business Development & Relationships Manager and Finance.

Internal & external relationships

Internal: Module team, Lifelong Learning colleagues, Lifelong Learning and University Committees and Boards. Quality Assurance and Validation; Student Experience; Divisions and Schools.

External: Prospective learners and their employers, external examiners, other higher education institutions, higher and degree apprentices, and apprenticeship training agencies as required.

Health, safety & wellbeing considerations

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

- Regular use of Screen Display Equipment
- Working in isolation
- Pressure to meet important deadlines such as might be inherent in high profile projects
- There may be a requirement to work evenings and weekends

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:

- GCSE English and Maths at grade C or above or equivalent. (A)
- Educated to degree level or education to Level 3 or equivalent work experience (A)
- Experience of implementing a marketing strategy (A,I)
- Experience of running various marketing campaigns autonomously (A, I)
- Experience writing high quality marketing copy (A, I)
- Experience in digital marketing and running effective social media campaigns (A, I)
- Experience of B2B sales and marketing (A, I)

- High level of literacy and excellent oral and written communication skills including clear and effective presentation skills and the ability to produce clear and concise printed publications and online content (I, T)
- The ability to deal confidently with a range of people at all levels (I)
- Experience attending & presenting at events with the ability to engage and collaborate with a diverse range of external stakeholders (A, I, T)
- Excellent organisational skills, with the ability to prioritise and work to deadlines, managing competing priorities within a varied workload (I)
- Experience of contributing to quality improvement activities (I)
- The ability to build and maintain good working relationships with staff in all parts of the University, external organisations and employers (I)
- Flexibility in working location and hours, and the ability to travel to meetings/events etc. practically, by own means (I)
- Firm commitment to achieving the University's vision and values, with a passion for a transformative student experience and multidisciplinary, impactful research (I)
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- Commitment to deliver and promote equality, diversity and inclusivity in the day to day work of the role (I)

Desirable Criteria:

- Experience of marketing Higher & Degree Apprenticeships and Lifelong Learning provision (A, I)
- Experience with web editing (A)
- Proven experience in maintaining a marketing budget (A)
- Previous experience of working in Higher or Further Education (A)
- Knowledge and empathy with the issues surrounding widening participation and inclusiveness in Higher Education, in particular Higher & Degree Apprenticeships (I)

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