

Job Description

Please complete all accessible boxes and refer to the guidance on writing Job Descriptions

Position Details	
Faculty/Directorate	External Relations
School/Department	Marketing
Team	Health and Education Marketing Team
Job Title	Faculty Marketing Coordinator
Grade	5
Hours of Work	35
Contract Duration (Perm/Fixed Term)	Permanent
Reports To (Job Title)	Faculty Marketing Executive
Responsible For (Job Title)	N/A

Principal Accountabilities
<p>The post holder will work as part of a team to deliver Faculty marketing and communications strategies. They will provide business as usual and project-specific marketing and communications support for student recruitment along with raising the profile and brand reputation of the University.</p> <p>They will be responsible for the effective planning and delivery of course focused student recruitment and other one-off events. Support the delivery of high quality, audience-focused online and offline marketing content. Responsible for handling internal and external queries from a range of stakeholders (including the general public and staff), supporting campaigns and collating information for marketing reports.</p> <p>They will have responsibility for the administrative systems and databases underpinning this work and ensuring the smooth running of support and operations in these areas.</p>

Key Tasks
<p>Planning and insight</p> <p>Assist and support with tactical and operational marketing plans where required.</p> <p>To support in compiling marketing reporting, tracking and analysis to underpin operational planning, updating operational leads as required.</p>

Work with the Digital Team, as required, to support in operational elements of tactical marketing initiatives, including digital marketing campaigns, lead generation, nurturing and conversion activity.

Content and brand

Act as a brand ambassador and guardian of Faculty and Manchester Metropolitan University marketing identities.

Ensure appropriate use of positioning and communication of the visual identity and tone of voice for multiple audiences including prospective students, employers, businesses, partners and influencers.

Coordinate the production of marketing content, ensuring quality, consistency, accuracy and timely delivery.

Liaise with academic leads, submitting creative briefs for design and photography, drafting copy, proof reading, feeding back to designers and making minor amends using design software. Work with other members of the team on the distribution and storage of printed material.

Write engaging, relevant and accurate copy which speaks to the intended audience using the appropriate tone of voice, highlighting key benefits and selling points of Faculty offerings for use across online and offline materials.

Support the team to ensure course information is kept up to date and accurate across all platforms including the e-prospectus, UCAS and third party listing sites.

Help to develop a bank of strong visual images and marketing resources which represent the work within the Faculty.

Communications and events

Support communications work in order to highlight success stories and achievements both internally and for use within appropriate marketing content.

Help to manage and contribute to the Faculty's social media presence and ongoing delivery of targeted, appropriate and measured communications activity via social media.

Support with profile raising, student recruitment and any other events as required including planning, logistics, front of house cover, follow up and evaluation. Events may include public lectures, conferences, VIP visits, visits by international agents, graduation ceremonies, employer visits, final year shows and research symposia.

Support with the planning and delivery of student recruitment events including postgraduate open days and virtual events in partnership with Recruitment & Admissions, ensuring a high quality visitor experience and positive conversion statistics from enquirer to applicant to enrolled student.

Develop relationships across the institution (such as with academic colleagues, technical services, facilities and catering staff) to facilitate the successful planning of events.

Teamwork and Administration

Plan and organise own work, working flexibly to adapt to changing priorities and the needs of the team.

Ensure enquiries (email, phone, in person) are dealt with promptly and professionally to support the work of the team and promote a positive image of the Faculties.

Support the Faculty Marketing Team to arrange meetings and events as required for day-to-day operations.

Work with a range of internal stakeholders and show care and attention to detail in the preparation of meetings and events.

Project Work

Deliver specific and ad hoc projects to support and enhance the work of the Faculty Marketing Team (examples could include investigating cost efficiencies/ opportunities in relation to core projects and activities, or identifying sector best practice to help shape new strategic developments).

Continuous Learning

Keep up to date with new and emerging marketing, communications and events-related techniques and developments as required.

General

Respond to marketing requests including marketing material, photographic shoots, signposting and liaison as necessary in relation to applicant or school events and visits, general marketing queries to support the Faculty Marketing Team and any subsequent follow up.

Special Features

N/A

Miscellaneous

You will ensure that appropriate management systems and procedures are in place to meet your health and safety duties and responsibilities contained within the University's health and safety policy. In particular you will ensure that appropriate risk assessments are carried out in respect of significant hazards and that safety inspections are undertaken on at least an annual cycle in each workplace under your control.

You are responsible for applying the University's Equal Opportunities Policy in your own area of responsibility and in your general conduct.

You have a responsibility to promote high levels of customer care within your own areas of work.

You are expected to co-operate with the PDR process, engaging in the setting of objectives in order to assist in the monitoring of performance and the development of the individual.

You will assess the training and development needs of each member of staff under your control to ensure they are adequately supported in relation to their work responsibilities.

Such other relevant duties commensurate with the grade of the post as may be assigned by the Manager in agreement with you. Such agreement should not be unreasonably withheld.

You may be required to undertake a specific Health & Safety role, commensurate with your grade, to support the University in meeting its statutory Health & Safety obligations. This could include acting as a DSE Assessor, First Aider, Fire Marshall or Departmental Safety Co-ordinator. The allocation of such roles will be subject to the provision of appropriate training and assessment of competence.

You may, with reasonable notice, be required to work at any of the Manchester Metropolitan University sites.

You are responsible for assessing and managing risk for all elements of work within your own area/team and for ensuring effective risk management processes are in place.

You have the responsibility to engage with the University's commitment to Environmental Sustainability in order to reduce its waste, energy consumption and carbon footprint.

You have the responsibility to engage with the University's commitment to delivering value for money services that optimise the use of resources and therefore should consider this when undertaking all duties and aspects of your role.

Review

This is a description of the job at the time of issue. It is the University's practice periodically to review and update job descriptions to ensure that they accurately reflect the current nature of the job and requirements of the University and to incorporate reasonable changes where required, in consultation with the jobholder.

Person Specification

In order to be shortlisted you must demonstrate that you meet all the essential criteria and as many of the desirable criteria as possible. Where we have a large number of applications that meet all of the essential criteria, we will then use the desirable criteria to produce the shortlist.



All disabled candidates who meet the minimum essential criteria will be included on the shortlist.

Selection Criteria

Attributes		Item	Relevant Criteria	Essential/ Desirable
1	Skills & Abilities	1.1	The ability and willingness to build positive working relationships with a variety of individuals of all levels, both within and outside the University.	E
		1.2	The ability to motivate, inspire and encourage a range of people to engage with the University using strong negotiation, influencing and persuasion skills	E
		1.3	The ability to write creative, high quality and engaging copy targeted at different audiences for different media, and proof read with meticulous attention to detail.	E
		1.4	Proactive, enthusiastic and highly organised with the ability to prioritise work, meet deadlines and work effectively in a busy environment as part of a team.	E
		1.5	Excellent administrative IT skills with attention to detail and the ability to multi-task effectively.	E
2	General & Specialist Knowledge	2.1	First-class, all round marketing skills including digital advertising, commissioning design and video, publication development, social media, email lead generation, copywriting and event organisation.	E
		2.2	Marketing analysis, tracking and insight skills including Google Analytics, social media insight tools and campaign dashboards.	E
		2.3	Knowledge of CMS systems, email marketing tools such as Campaign Monitor and design software packages in order to make minor amends.	D
		2.4	Knowledge of Health and Education subjects in a higher education context.	D

		2.5	Knowledge of social media, PPC advertising and content marketing techniques	E
3	Education & Training	3.1	Educated to degree level in relevant subject area or significant equivalent experience.	E
4	Relevant Experience	4.1	Experience of working in a marketing, communications or digital marketing role.	E
		4.2	Proven recent experience of delivering integrated marketing campaigns and projects that demonstrate positive business outcomes.	E
		4.3	Recent experience of producing clear, accurate and effective written content for print, digital, web and social media.	E
		4.4	Experience of undertaking competitor analysis and providing insights to help inform planning and tactics.	E
		4.5	Experience of project management including planning and delivering high quality, high profile events.	E
		4.6	Experience of working with a CRM database to store, extract and manipulate information.	E
		4.7	Experience of writing marketing briefs, preparing reports and project plans.	E
		4.8	Experience of analysing and interpreting data to inform marketing activities, particularly Google Analytics and social media insight software	E
5	Special Requirements	5.1	Willingness to work out of hours and at different campus locations, including some evening and weekend work as required.	E
		5.2	Willingness to undertake further training and/or professional development as required to enhance the job role.	D
Date of Revision		August 2022		