

Job Description

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

Position Details	
Faculty/Directorate	External Relations
School/Department	Faculty Marketing
Team	Health and Education Faculty Marketing Team
Job Title	Faculty Marketing Executive
Grade	6
Hours of Work	35
Contract Duration (Perm/Fixed Term)	Fixed Term – 12 months
Reports To (Job Title)	Faculty Marketing Manager
Responsible For (Job Title)	Faculty Marketing Assistant

Principal Accountabilities

The post holder will work as part of a team in the delivery of the Faculty of Health and Education marketing and communications strategies. They will provide business as usual and project-specific marketing and communications support for undergraduate student recruitment, with the aim of raising the profile and brand reputation of the University.

They will be responsible for the effective planning and delivery of student recruitment and other one-off events. Co-ordinate the collation of high quality, audience-focused online and offline marketing content. Responsible for efficient handling of marketing and communications requests from across External Relations departments, academic and professional services staff in Faculty.

The post holder will have responsibility for content management and administrative systems and databases underpinning this work and ensure the smooth running and accuracy of administrative support and operations in these areas. Oversight of responsibilities and line management support for Faculty Marketing Assistant.

Key Tasks

Marketing & Communications

Planning and insight

Monitor and input into tactical and operational marketing plans on a regular basis.

To provide marketing reporting, tracking and analysis to underpin operations and update the Head of Faculty Marketing (HoFM), Faculty Marketing Manager (FMM) and key stakeholders as required.

Working closely with the Strategic Planning Office and Faculty Planning Team, undertake market research and insight activity to better understand target markets and their respective customer journeys. To provide competitor analysis and benchmarking reports as required.

Provide proactive support to new marketing campaigns, projects and initiatives as required.

Work with the Digital Team as required to deliver tactical marketing initiatives for the Faculty including digital marketing campaigns, lead generation and nurture initiatives. Jointly develop reports and campaign performance dashboards to support tactical plans.

Content and brand

Act as a brand ambassador and guardian of the Faculty of Health and Education and Manchester Metropolitan University identities. Ensure appropriate use, positioning and communication of the visual identity and tone of voice for multiple audiences including prospective students, employers, businesses, partners and influencers.

Co-ordinate the production of marketing content ensuring its quality, consistency, accuracy, value for money and timely delivery. To include liaison with academic leads, submitting creative briefs, commissioning design and photography, drafting copy, proof reading, feeding back to designers, making minor amends using design software and print buying. Take responsibility for timely and effective use of material and working with the Faculty Marketing Assistant (FMA) to oversee distribution and storage of printed material.

Write engaging, relevant and accurate copy which speaks to the intended audience using appropriate tone of voice and highlighting key benefits and selling points of Faculty offerings. For use across printed and e-prospectus, course brochures, webpages and other marketing material.

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

Continue to develop a bank of strong visual images and marketing resources for the Faculty marketing team and the Faculty in general.

Communications

Implement communications processes in order to highlight success stories, awards and achievements, newsworthy research and academic projects both internally but also to feed into appropriate marketing content.

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

Events

Provide support for profile raising, student recruitment and other events as required including planning, logistics, event management, front of house cover, troubleshooting, follow up and evaluation. Events may include public lectures, conferences, VIP visits, graduation ceremonies, employer visits, final year shows, research symposia.

Plan and manage student recruitment events including open days and applicant visit days and online virtual events in partnership with Recruitment & Admissions ensuring a high quality visitor experience and positive conversion stats from enquirer to applicant to enrolled student.

Maintain a network of contacts including academic colleagues, technical services, facilities and catering staff and student ambassadors to facilitate the successful delivery of events, directing and co-ordinating these as necessary.

General

Respond effectively to marketing requests including marketing material, market analysis, 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. This will include line management of the Faculty Marketing Assistant in the fulfilment of marketing requests and support.

Teamwork and Administration

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

Provide training, support and management as required to the Faculty Marketing Assistant, new members of staff and other colleagues as necessary and for student ambassadors.

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 faculty.

Arrange meetings and events as required to support the Faculty Marketing team in day to day operations.

Anticipate the requirements of stakeholders and show care and attention to detail in the planning of and preparation for meetings and events.

Continuous Learning

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

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 network and build and maintain 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 and edit high quality and engaging copy targeted at different audiences for different media, and proof read with meticulous attention to detail	E
		1.4	Proactive and highly organised with the ability to prioritise work, reach decisions quickly and work effectively in a busy environment as part of a team	E
		1.5	The ability to write reports and create and analyse spreadsheets	E
2	General & Specialist Knowledge	2.1	First-class, all-round marketing skills including print and digital advertising, commissioning design, publication production, social media, email lead generation, copywriting and event management	E
		2.2	Marketing analysis, tracking and insight skills including google analytics and campaign dashboards	E
		2.3	Knowledge of current data protection legislation and how to manage confidential, sensitive and complex information	E
		2.4	Knowledge of CMS systems and design software packages in order to make minor amends	D

		2.5	Knowledge of Health and Education subjects in a higher education context	D
3	Education & Training	3.1	Educated to degree level or significant equivalent experience	E
		3.2	Evidence of continuing professional development in the field of marketing and communications	D
4	Relevant Experience	4.1	Demonstrable experience of working in a marketing, communications or digital marketing role	E
		4.2	Proven recent experience of planning and delivering integrated campaigns and projects which demonstrate positive business outcomes	E
		4.3	Recent experience of producing clear, accurate and effective written communications for print, digital, web and social media	E
		4.4	Experience of undertaking research, extrapolating data and providing insights and recommendations to inform planning and tactics	E
		4.5	Events and project management experience, delivering high quality/ high profile events.	E
		4.6	Demonstrable experience of utilising social media and digital marketing techniques within marketing campaigns and activities	E
		4.7	Experience of working in HE in a marketing and communications role	D
		4.8	Experience of working with a CRM database to store, extract and manipulate information and reports	D
		4.9	Experience of line management and mentoring of staff	D
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		September 2021		