

## Job Description

### General Details

Job title:	Digital Advertising Officer (MC18-06)
School/Service:	Marketing & Communications
Normal Workbase:	Stoke Campus
Tenure:	Fixed Term for 2 years
Hours/FTE:	Full time working 37 hours per week
Grade/Salary:	Grade 5
Date Prepared:	March 2019

### Job Purpose

Work with campaign teams to plan and execute digital marketing campaigns using a variety of content to advertise University courses, campus events, online events and apprenticeships. Contribute to insight reports and will evolve and optimise marketing content to meet recruitment and reputation objectives.

### Relationships

Reporting to:	Digital Marketing Manager
Responsible for:	N/A

### Main Activities

- Increase brand awareness through social media platforms, paid search adverts, programmatic adverts and other digital platforms.
- Increase open event bookings and online event bookings using digital advertising.
- Research keywords and content performance and forecast potential campaign performance.
- Gather and edit digital advertising content and schedule on advertising platforms.
- Monitor digital advertising platforms and optimise adverts, audience and strategy to achieve KPIs within specified budget.
- Track website traffic, analyse channel performance, conversions and provide regular internal reports.
- Maintain knowledge about the University course USPs and identify gaps in content.
- Provide analysis reports on a weekly/monthly basis or use dashboards to provide stakeholders with relevant insights.
- Contribute to persona information about the University's marketing audiences.

- Provide competitor analysis reports with insights to improve the University's digital advertising and content strategies.
- Ensure all digital advertising content is accessible and consistent with University brand guidelines and values.
- Work alongside the Web Team to ensure that web pages are suitable for campaigns – this may include data analysis, page reviews and customer journey analysis.
- To undertake any other reasonable duties as determined by the Head of Marketing

### Special Conditions

The role holder may be required to travel between sites on a rare occasion, which may be through the use of a car.

To be committed to working with the University to further improve the carbon footprint/environmental issues.

### Professional Development

The organisation is keen to support staff in achieving high standards and will expect continuous professional development to ensure up to date knowledge and technical skills in related areas.

### Variation to Job Description

The employer reserves the right to vary the duties and responsibilities of its employees within the general conditions of the Scheme of pay and conditions and employment related matters. Thus it must be appreciated that the duties and responsibilities outlined above may be altered as the changing needs of the service may require.

### Conditions of Service

If you are successful in being appointed to a professional support role at Grades 1-6, you will be employed by Staffordshire University Services Limited (SUS Ltd).

Staffordshire University Services Limited is a wholly owned subsidiary company of Staffordshire University which provides professional support staff to undertake various roles and responsibilities associated with grades 1 to 6 on the Staffordshire University pay scale. You'll work alongside, and under the direction of colleagues, within the University's Schools and Services in the delivery of our University Plan and supporting KPIs. You will be subject to Staffordshire University's policies and procedures and will be eligible to participate in the Staffordshire University Pension Scheme.

### Application Procedure

We encourage you to apply on-line at our website <http://jobs.staffs.ac.uk> as the system is user friendly and simple to complete.

We would ask all applicants to ensure that they have provided comprehensive information under each criteria in the Supporting Statements section of the application form and, if necessary, add any relevant additional information in the Additional Information Section.