

Job Description

General Details

Job title:	Marketing Officer
Faculty/School/Service:	Marketing and Communications
Normal Workbase:	Stoke Campus
Tenure:	Permanent
Hours/FTE:	37
Grade/Salary:	6

Job Purpose

To drive the recruitment of all student channels with all elements of marketing mix, growing market share and income through increased student numbers. To drive reputation of the university in delivery of corporate brand identity and campaigns to drive our share of voice and The Connected University strategy

Relationships

Reporting to:	Marketing Manager
Responsible for:	Content Assistant

Main Activities

- To support the Marketing Manager in the creation of Marketing campaign plans on an annual basis for student recruitment channels.
- To work on annual corporate campaigns such as brand identity, graduation, product launches, new investments
- To work on annual student facing campaigns, eg NSS, Futurefest, Welcome Week
- To act as a marketing account manager to Schools and Services and establish annual plans as well as recommending brand and product marketing requirements.
- To manage and understand each student channel - with annual targets, defined audiences and annual planned activity
- To understand and monitor competitor set for each award /subject area, regularly reviewing marketing, UCAS, media spend and evaluation.
- To manage and to input into annual and tactical central marketing plans and support local school annual marketing plans.
- To manage process and timeline for the production of all recruitment marketing materials. To co-ordinate content for the annual publication cycle – notably UG/International/PG prospectus guides in

print and digital format. Ensuring award sign-off to deadline.

- To create monthly recruitment marketing reports and quarterly reports reviewing activity and outlining future activity. To monitor and analyse all media and digital activity to ensure School exposure maximised.
- To oversee the content curation for all Schools, working with the Content Officers to ensure content is produced on the right platform at the right time.
- To work closely with media agency to monitor and evaluate effectiveness of campaigns
- To work closely with web and digital teams to monitor and evaluate effectiveness of content and campaigns
- To work with Student Recruitment teams to support the annual plans.
- To work with Market Research Manager to provide relevant market intelligence for new and revalidating awards
- To manage the process of maintaining an accurate marketing-relevant information database, which will impact external collateral, including managing and maintaining UCAS and affiliate representation.
- To provide written and verbal updates, managing Schools status reports.
- Ensure work adheres to relevant legislation and regulations, ie. Accessibility, Data Protection, CAP code, CMA
- To create work on Brand and with vision.
- Supporting the budget process. Ensuring monthly cost centre reports and quarterly forecast and budget planning are completed.
- To support University events – help with set-up and take down and attend University recruitment and corporate events where necessary, notably University Open Days, UCAS HE Fairs, Welcome Week and Graduation
- To undertake any other reasonable duties as determine by the Director of Marketing & Communications

Special Conditions

Variation to Job Description

Staffordshire University 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

The post is subject to such terms and conditions of employment as negotiated between the Board of Governors of the University and the recognised trade unions, and/or the employees of the University. In negotiating such terms and conditions the Board of Governors will consider any appropriate advice received from the Universities and Colleges Employers Association (UCEA).