

Job Description

Job Title: Marketing Officer

Directorate: Marketing and Communications

Grade: E

Role profile: SME1

Full time: 37 hours a week

Permanent

	Duties of the role
Overall purpose of the role	<p>This role will support the creation, delivery and management of institution-wide corporate marketing and student recruitment collateral, campaigns and activities.</p> <p>The postholder will liaise with external suppliers and internal colleagues across DMU in developing high impact, effective marketing content and materials for all audiences, across a range of digital channels, print and advertising, supporting the University's strategic and recruitment ambitions.</p>
	<ul style="list-style-type: none"> - Assist in reviewing, creating and implementing high quality and innovative corporate marketing and student recruitment materials, campaigns and solutions - To liaise with a range of stakeholders to support the development of effective and highly creative engagement and communication plans, for all audiences, including both domestic and overseas - Supporting the Senior Marketing Officers in working with stakeholders to create work which is on brand, to brief, highly creative, appropriate for the target audience and impactful, and ensuring it is delivered in line with guidelines and compliant with University practices - To work closely with authorised external suppliers and agencies, as appropriate, to deliver high quality and effective services and materials - To liaise with stakeholders and project manage the creation of digital and print collateral and implement multi-channel campaigns, ensuring that new and innovative technologies are exploited when devising marketing campaigns - Working with wider colleagues, plan and produce relevant and engaging content, including basic photography, video and digital design, as well as compelling marketing copy for use across social, digital and traditional channels to support brand awareness, and to reach and engage target audiences - Work closely with Communications and Web and Digital teams to capitalise on digital opportunities, and to plan and develop engaging content for social and digital channels - Support in the development of key events for domestic and overseas audiences, and in the promotion, utilising social, digital and CRM platforms effectively - Track and evaluate the effectiveness of all marketing activities, demonstrating ROI, including paid digital activity, supported by analytical tools, to support in making recommendations - Utilise CRM systems and communication platforms to create and deploy targeted and highly engaging conversion and communication plans to a variety of audiences, and report on the performance and metrics

- Have good knowledge of marketing and digital trends and opportunities, and collaborate with the Market Insight team to keep abreast of changing patterns in the HE market, translating the intelligence to provide a supporting steer in tactical and operational planning and delivery
- Assist the Senior Marketing Officers with budget monitoring, reporting and good housekeeping, including dealing with purchase orders and invoices accurately and on time
- To assist in delivering presentations both internally and externally to a range of levels as necessary
- To develop and maintain an expert knowledge of relevant DMU, home and overseas university trends, policies, legislation and processes
- To undertake travel to attend recruitment activities, including possible overseas, and regularly work out of hours supporting a range of events

Other

- Perform any other duties commensurate with the job grade as reasonably required from time to time.
- Promote and exhibit DMU values and be a role model for the university's code of conduct.
- Perform any other duties commensurate with the job grade as reasonably required from time to time.
- Treat all DMU staff, students, contractors and visitors with dignity and respect. Provide a service that complies with the Equality Act 2010, eliminating unlawful discrimination, advancing equality of opportunity and fostering good relations with particular attention to the protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief (or none), sex and sexual orientation.
- All members of staff are responsible for their contribution to improved environmental performance and in reducing greenhouse gas emissions at DMU. It is therefore required that all members of staff are aware of how the Environmental Policy relates to their own role at the University. Staff conduct must reflect the values inherent in the Environmental Policy and where required staff must cooperate with Environmental Policy and where required staff must cooperate with environmental compliance and conformance requirements to help minimise our emissions to air, water and land.

Person Specification

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Marketing and Communications

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Area of responsibility	Requirements	Essential or desirable		*Method of assessment			
				A	I	T	D
Qualifications & Training	Educated to degree level or equivalent experience	Essential		x	x		x
	Hold or working towards a professional marketing qualification		Desirable	x	x		x
Previous Work Experience	Experience of working in a marketing team or environment	Essential		x	x		
	Knowledge of social and digital advertising channels, including campaign monitoring and reporting	Essential		x	x	x	
	Experience in delivering high quality and innovative marketing solutions	Essential		x	x	x	
	Experience in creating and managing design, print and digital jobs and content	Essential		x	x		
	Experience in working across teams and directly with stakeholders and external suppliers and agencies	Essential		x	x		
	A strong ability to persuade and influence colleagues		Desirable	x	x		
	Experience in developing digital content, such as copy, basic photography and video	Essential		x	x		
	Experience in communicating and presenting complex information to different target audiences (internal and external)	Essential		x	x		
	Good experience in using CRM systems and communication platforms	Essential		x	x		

Area of responsibility	Requirements	Essential or desirable		*Method of assessment			
				A	I	T	D
	Excellent copywriting and proofreading skills, and close attention to detail	Essential		x	x		
	Excellent project management skills	Essential		X	x		
	Ability to analyse and translate reports and make recommendations	Essential		X	X		
	Flexible and creative approach to work, with the ability to work under pressure to meet deadlines	Essential		x	x		
	Understanding of other non-UK related recruitment related work		Desirable	x	x		
	Knowledge of UK HE recruitment cycles, admissions and processes		Desirable	x	x		
Additional Requirements	Willingness and ability to work irregular hours (evenings and weekends) as required, particularly when participating in Open Days and external events.	Essential		x	x		
	Able and willing to travel across the UK and possibly overseas	Essential		x	x		
Our Values and Behaviours at DMU							
We are Collaborative – we work together to get things done	We support each other to achieve joint outcomes We understand how our work contributes to DMU We are aware of our personal impact on others	Essential			x		
We are honest and Compassionate	We are open, honest and caring We work on a trust basis We hold ourselves accountable for our actions	Essential			x		
We are innovative and Creative	We constantly strive for better We challenge bureaucracy and explore digital solutions We are innovative and creative	Essential			x		
We are a community – we value and champion difference	We embrace alternative views We treat others with respect We tackle inequalities	Essential			x		

***A = Application Form; I = Interview; T = Test; D = Documentary Evidence**