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**Job title:** Marketing Project Officer, International

**Post number:** P0

**Reports to:** Marketing Officer, International

**Department:** Marketing and Communications

**Location:** Moulsecoomb

**Grade:** 4

**Purpose of the role**

* To support delivery of a range of marketing projects and activity related to international recruitment, contributing to the aim of achieving optimal conversion of interest at every stage of the student journey from first awareness to enrolment.

**Main areas of responsibility:**

* To support development and delivery of international marketing campaign activity to prospective students and their influencers across a range of channels including direct mail, web, print, and organic and paid social media; monitoring and reporting on performance, using feedback to support ongoing improvement.
* To provide operational support for all aspects of international student recruitment marketing; contributing to the production and distribution of materials used by the International team, the development of information about the team's services and priorities, the organisation of online and other events, photo and video shoots relating to international recruitment.
* To contribute to evaluation and reporting of marketing activity and complete desk research to support future plans.
* To ensure all campaigns are developed and executed in line with the University of Brighton brand.
* To provide supervision and a point of contact for a team of student ambassadors who are employed on a casual, part-time basis to engage with international applicants on a range of communication channels.

**General responsibilities**

These are standard to all University of Brighton job descriptions.

* To undertake other duties appropriate to the grade and character of work as may be reasonably required, including specific duties of a similar or lesser grade.
* To adhere to the University’s Equality and Diversity Policy in all activities, and to actively promote equality of opportunity wherever possible.
* To be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at Work Act.
* To work in accordance with the General Data Protection Regulation.

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The person specification focuses on the knowledge, qualifications, experience and skills (both general and technical) required to undertake the role effectively. Please ensure that your application demonstrates how you meet the essential criteria. You will be assessed by your completed application form (A), at interview (I) and in some instances through an exercise (E).

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| **Essential Criteria** |  | **A, I, E** |
| **Knowledge/Skills** | * Understanding of marketing approach required to deliver multi-channel campaigns.
* Ability to interpret marketing and other metrics to inform and evaluate work.
* Ability to produce accurate, engaging communications to brief for a range of different audiences.
* Proficient in use of social media to maximise audience engagement.
* Ability to work proactively with limited direct supervision, while recognising when matters need to be referred to more senior colleagues
* Able to engage with a wide range of stakeholders in a professional manner.
* Proficient in planning and delivering marketing activity.
 | **A, I****A,I****A, I, E****A,I****A,I****A, I****A, I** |
| **Qualifications** | * Good standard of secondary education or experience in equivalent role.
 | **A** |
| **Experience** | * Experience of developing and delivering multi-channel marketing activity.
* Experience of managing social media content across a range of channels.
* Working to and applying brand and house style guidelines.
 | **A, I****A, I****A, I**  |
| **Technical/work based skills** | * Ability to develop engaging, audience-focused content for print, email, social media and other digital platforms.
* Proficient in a range of software packages, including the full Microsoft Office suite, demonstrable commitment to keeping skills up to date.
* Ability to use CRM and direct email platforms.
* Proficient in use of Google and other digital analytics.
 | **A, I****A, E****A, I****A, I****A, I** |
| **Desirable** | * CIM or other marketing qualification
* Awareness of the current Higher Education environment
* Appreciation of the issues influencing international student recruitment.
 | **A****A, I****A, I** |

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* Any appointment is generally made at the bottom of the salary range for the grade dependent upon experience and previous salary.
* This is a full-time post and is permanent.
* Annual leave entitlements are shown in the table below and increase after 5 years’ service. In addition, to the eight Bank Holidays, there are university discretionary days between Christmas and New Year. All leave, including bank holidays and discretionary days, is pro-rated for part time employees.

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| --- | --- | --- | --- |
| **Grades** | **Basic entitlement per year** | **Grades** | **After 5 years’ service** |
| 1-3 | 23 days | 1-3 | 28 days |
| 4-7 | 25 days | 4-7 | 30 days |
| 8-9 | 27 days | 8-9 | 30 days |

* More information about the department can be found here [Academic departments (schools and colleges)](https://www.brighton.ac.uk/about-us/contact-us/academic-departments/index.aspx%22%20%5Co%20%22Academic%20departments)
* Read the University’s [2016 - 2021 Strategy](https://staff.brighton.ac.uk/strategy/Pages/Welcome.aspx?dm_i=1SNX,4KBXD,MQS1JL,GXL92,1)
* The University has an attractive range of benefits and you can find more information about them on our [website](https://www.brighton.ac.uk/about-us/working-with-us/jobs/benefits-and-facilities.aspx)

Date: November 2019 – Final