

## JOB DESCRIPTION

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| <b>JOB TITLE</b>             | Marketing Executive                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>REPORTING LINE</b>        | Marketing Manager / Head of Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>KEY INTERNAL CONTACTS</b> | <ul style="list-style-type: none"> <li>• Head of Marketing and Communication plus all Marketing team members</li> <li>• Director of Commercial Operations and Director of Business Development</li> <li>• All Faculty Members</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>KEY EXTERNAL CONTACTS</b> | <ul style="list-style-type: none"> <li>• Social Media/Design Agencies</li> <li>• Print Teams and Content Creators</li> <li>• Website and App Managers</li> <li>• Paid digital media agencies</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>OVERALL JOB PURPOSE</b>   | <ul style="list-style-type: none"> <li>• To assist the Marketing team to ensure communication to students, both current and prospective, is up to date and on brand and grammatically correct.</li> <li>• The role will positively contribute to the businesses' recruitment targets and the improvement of content quality and reach.</li> <li>• To work independently and proactively on assigned marketing projects, demonstrating initiative and accountability in delivering high-quality outcomes.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>KEY RESPONSIBILITIES</b>  | <ul style="list-style-type: none"> <li>• Write and coordinate the production and timely delivery of key marketing digital and print collateral that aligns and enhances the brand, reputation, and identity of UoB Manchester.</li> <li>• Work as a part of the marketing team to create clear, consistent, and compliant content which reflects the brand tone of voice.</li> <li>• Identify and develop stories for internal and external communication, assisting with a variety of PR tasks and events.</li> <li>• Update website content, third party and social media sites and will support the implementation of paid digital recruitment campaigns to drive awareness of UoB Manchester.</li> <li>• Design and production of creative content, including copy, imagery, and video, to support student recruitment and support marketing campaigns on the website and other digital channels</li> <li>• Liaising with external agencies to produce physical marketing materials</li> <li>• Sending communications to new starters and updates to the current study body</li> </ul> |

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|                                 | <ul style="list-style-type: none"> <li>• Produce and schedule social media and email marketing content weekly using external and internal research</li> <li>• Project management and maintaining strong relationships with design teams and other third parties as well as ensuring timely delivery of impactful marketing collateral for the university.</li> <li>• Collaborating with photographers and production agencies to produce dynamic and engaging content for digital channels.</li> <li>• Analyse and gather data to report on areas of improvement for campaigns</li> <li>• Assist the Marketing Manager to ensure all important trimester student events, updates and news are communicated effectively through various comms channels to enhance student experience and online community presence across all brands.</li> </ul> |
| <b>KPIs</b>                     | <ul style="list-style-type: none"> <li>• Engagement and online traffic</li> <li>• Student intakes</li> <li>• NSS Scores on Student Communication</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>EXPERIENCE REQUIREMENTS</b>  | <p><b>ESSENTIAL</b></p> <ul style="list-style-type: none"> <li>• A strong undergraduate degree, with preference of a Digital Marketing discipline.</li> <li>• Previous experience in design, copywriting, and social media.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>KNOWLEDGE/SKILLS</b>         | <ul style="list-style-type: none"> <li>• The successful candidate will be able to work effectively and flexibly on a range of projects and to tight deadlines and will have experience of writing, editing, and proofing engaging copy for a range of audiences and digital marketing channels. You'll also have a creative flair, with experience of producing appealing digital content. An ability to work collaboratively with the marketing team and wider university teams is a must, with frequent need to use initiative and independence to complete projects.</li> </ul>                                                                                                                                                                                                                                                              |
| <b>PERSONAL CHARACTERISTICS</b> | <ul style="list-style-type: none"> <li>• Attention to detail</li> <li>• Ability to work to tight deadlines</li> <li>• Ability to use initiative to run with projects</li> <li>• Can-do attitude</li> <li>• Excellent interpersonal skills.</li> <li>• A pro-active and positive approach.</li> <li>• A friendly and engaging manner.</li> <li>• To be flexible in working environment</li> <li>• To be a team player whilst able to work independently.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                              |