



## 1 Advertisement

**Post Title:** Marketing Officer (Overarching)

**School/department:** Division of Communications Marketing and Advancement

**Hours:** Part Time (21.9 hours per week)

Requests for flexible working options will be considered (subject to business need).

**Location:** We offer hybrid working which permits up to 50% of the role to be performed remotely, and the remainder at the University of Sussex campus.

**Contract:** Permanent

**Reference:** 10382

**Salary:** starting at £27,131 to £31,411 per annum, pro rata if part time

**Placed on:** 05 January 2023

**Closing date:** 02 February 2023. Applications must be received by midnight of this date.

**Expected interview date:** to be confirmed

**Expected start date:** to be confirmed

A fantastic opportunity for a highly organised team player, with proven experience of working in marketing to join our team.

You'll support the planning and delivery of effective marketing campaigns to recruit the best students for the University of Sussex. From your previous experience, you will have a solid understanding of the principles of marketing, of supporting the delivery of marketing plans and in developing content for digital and offline campaigns. A keen eye for detail is essential to help deliver accurate, high quality marketing activity and to manage the team's budgets. This varied and interesting role supports the work of a Marketing Manager (Overarching and Brand) and other members of the Marketing team. You'll be involved in the onward development of the University of Sussex brand and in the creative development of new student recruitment campaigns. You'll be supporting the delivery of high-profile out-of-home and digital awareness campaigns as well as delivering market and competitor reviews, evaluating the results of campaigns, creating engaging content and writing copy.

The Marketing team is responsible for developing strategy and implementing marketing plans to meet the University's student recruitment targets. We're a friendly, supportive team with a positive approach to work and training. You'll work alongside experienced managers and other Marketing Officers and benefit from opportunities to develop transferrable skills and deepen your marketing knowledge.

Key internal working relationships include:

Marketing Managers and Officers, Associate Director of Strategic Marketing, Market Research Manager, CRM Manager, Digital Analyst, the UK Recruitment Team, International Officers and Web and Prospectus Teams.

In addition, you'll be working with external agencies and suppliers, including out-of-home and digital marketing agencies, brand consultants, marketing and design agencies and other third-party suppliers. The Marketing Team is comprised of 20 staff with expertise in CRM, Market Research, Digital and Brand Marketing and Marketing planning and delivery.

Please contact Maxine Angel, Marketing Manager ([m.m.angel@sussex.ac.uk](mailto:m.m.angel@sussex.ac.uk)) for informal enquiries.

For full details and how to apply see our [vacancies page](#)

*The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds. You can find out more about our values and our EDI Strategy, [Inclusive Sussex](#), on our webpages.*

The University requires that work undertaken for the University is performed from the UK.

## **2. The School / Division**

### **Division of Communications, Marketing and Advancement**

The Division of Communications, Marketing and Advancement is responsible for enhancing the reputation of the University, ensuring the institution's vision and features are promoted and understood by a range of stakeholders including prospective and current students, alumni, supporters, media, staff, government, business and the public.

The division promotes the achievements of students, academics and researchers, as well as professional staff, and communicates the University's education and research offering as well as major developments related to the institution.

It works with colleagues across the University to help maintain Sussex's reputation as a world-class, innovative institution striving for a better world.

It also responsible for meeting Undergraduate and Postgraduate yearly recruitment targets for a both a domestic and international audience.

### **The Marketing Team**

The Marketing Team has a student recruitment remit. The team takes an evidence-based approach to marketing strategy and delivery.

The team is responsible for devising and delivering marketing strategy and activities to reach targeted markets via an evidence-led approach. It works closely with other teams in the Division and colleagues across the University to support the Schools of the University and to promote the University.

Central to all our activities is a customer journey approach delivered predominately through digital channels (web content, SEO including SEO driven content and meta descriptions, google search, email, display as well as social media channels, third party listings sites).

Please find further information regarding the school/division at <https://www.sussex.ac.uk/about/who/professional-services>

## **3. Job Description**

**Job Description for the post of:** Marketing Officer (Overarching)

**Department:** Marketing

**Section/Unit/School:** Communications, Marketing and Advancement

**Grade:** 5

**Responsible to:** Marketing Manager (Overarching and Brand)

**Responsible for:** N/A

**Key Responsibilities:**

The post holder will work with members of the Marketing Team in the Division of Communication, Marketing and Advancement to develop and implement out-of-home marketing plans to meet the University's student recruitment targets. They will also work closely with the Marketing Manager on the development of fresh creative designs for our student recruitment campaigns and on a University-wide project to refresh and develop our brand and messaging.

The post holder will be a key contact for our external partners and third-party agencies to help ensure the timely delivery of copy and content for our campaigns.

**Main duties**

1. The implementation and evaluation of marketing plans
2. Market and competitor data collection and analysis
3. Marketing Administration
4. Other duties

**1. The implementation and evaluation of marketing plans**

- Support the implementation and evaluation of marketing plans, within agreed priorities and budgets, in line with the University's marketing strategy and the wider University strategy.
- Evaluate and develop content for marketing and recruitment purposes and make suggestions for how content can be improved.
- Working with our preferred creative and media agencies, ensure the timely delivery of creative assets for our out-of-home and digital campaigns.
- Support the development of our media and creative briefs.
- Support a University-wide team with the onward development of our brand and messaging. To include maintaining and informing a project plan, arranging and attending workshops liaising with brand consultants to ensure timely delivery of agreed outcomes.
- Act as a brand champion for the University, maintaining quality standards of production across the full range of promotional activity.

**2. Market and competitor data collection and analysis**

- Support the development of a detailed understanding of the advertising creative delivered by the University's key competitors.
- Undertake competitor research to identify best practice in branding, messaging and out-of-home advertising in the sector. This will be used to define future plans.

- Develop, deliver and keep updated, a University-level situational analysis report so we always have a current picture of our performance in the sector.
- Be confident and competent in using Excel in order to produce charts, graphs and to perform calculations relating to market data and campaign performance.

### 3. Marketing Administration

- Book and support regular Campaign and Content Meetings ensuring up to date agendas.
- Provide the lead administrative support for the brand development project, and other creative/overarching projects, to include arranging meetings, keeping track of agreed actions and following up where necessary.
- Help maintain accurate financial record keeping and manage the team's budget spreadsheets.
- Set-up and keep updated, a spreadsheet of planned overarching activity.

### 4. Other duties

- Produce high quality presentations and documents for a variety of purposes, including: marketing proposals; marketing data for a variety of internal audiences; marketing activity results and evaluation of work undertaken.
- Support the CRM team occasionally by working alongside other Marketing Officers to build and proof CRM emails
- Support the University's Social Media team as a member of the content roster, to plan, create and schedule content as required.
- Assist with the administration and delivery of recruitment events on campus, working closely with Marketing Managers, academic schools, and the UG and PGT recruitment team. These are likely to occur at weekends.
- The post may occasionally involve some travel in the UK represent the University at recruitment fairs and to attend other activities.
- Support the wider Marketing team with other administrative duties as and when necessary.

### 4. Person Specification

<b>Person Specification SKILLS / ABILITIES</b>		
	Essential	Desirable
Experience of working in a marketing role	X	
Experience of creating content for advertising activities.	X	
Administrative skills to include good organisational and communication skills appropriate to a busy open plan office	X	

environment.		
Ability to take accurate notes at meetings and summarise key actions	X	
Excellent standard of written and spoken English in all communications	X	
Ability to write clear, concise, accurate and engaging copy for a range of marketing or student recruitment purposes and appropriate for different media	X	
Ability to adapt written materials to make them appropriate for different marketing channels	X	
Ability to deliver clear and concise, accurate and engaging communications for a variety of audiences	X	
A proactive and innovative approach to problem solving, with an ability to adapt to changing requirements	X	
Excellent time management and the ability to manage several different areas of work concurrently	X	
Proven ability to engage positively with prospective students/customers and colleagues	X	
Competence in the use of IT tools, including Word, Excel, PowerPoint and Outlook, sufficient to perform the functions of the role as described in the job description	X	
Numeracy and close attention to detail	X	
Ability to work as part of a team and to foster good relations with a range of colleagues within and outside the institution	X	
Ability to administer surveys and conduct basic data queries, neither of which require specialist knowledge or skills.		X
Excellent customer and client-service skills	X	
<b>KNOWLEDGE</b>		
	Essential	Desirable
Understanding of marketing principles	X	
Knowledge of different media and comms channels, and an understanding of how they differ in terms of audience engagement	X	
Understanding of the concept of brand identity and brand values	X	
Understanding of the concept of visual identity to reflect brand	X	
Understanding of UK system of Higher Education		X
Understanding application processes to Higher Education		X