

## 1 Advertisement

**Post Title: Marketing Officer for Schools**

**School/department:** Marketing in the Division of Communication, Marketing and Advancement

**Hours:** Full time or part time hours considered up to a maximum of 36.5 hours per week. Requests for flexible working options will be considered (subject to business need). We offer hybrid working which permits up to 50% of the role to be performed remotely, and the remainder on campus.

**Location:** Brighton, United Kingdom

**Contract:** Fixed Term, One year maternity cover.

**Reference:** 20240

**Salary:** starting at £28,131 to £32,411 per annum, pro rata if part time.

**Placed on:** 17 April 2023

**Closing date:** 17 May 2023

**Expected interview date:** to be confirmed

**Expected start date:** as soon as possible

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

You'll deliver effective marketing campaigns, that will recruit the best students for the University of Sussex. You'll have excellent client service skills and a good understanding of how different media channels can be used for marketing purposes. A keen eye for detail is also essential to help deliver high quality marketing activity.

This varied and interesting role supports the work of a School Marketing Manager and other members of the Marketing team. You'll be involved in delivering market and competitor reviews, evaluating campaigns, content creation and copy writing, CRM communications, planning/developing digital and social media campaigns and updating market insight documents to inform marketing planning and development.

The Marketing team is responsible for developing strategy and implementing marketing plans for the University.

We're a friendly team with a positive approach to work and training. You'll work alongside experienced managers and benefit from opportunities to develop transferrable skills and deepen your marketing knowledge.

Key working relationships include:

Marketing Managers, Associate Director of Strategic Marketing, Market Research Manager, CRM Manager, the UK Recruitment Team, International Officers, Web and Prospectus Teams, Directors of Recruitment and Admissions for Schools.

The Marketing Team is comprised of 20 staff with expertise in CRM, Market Research, Digital and Brand Marketing and Marketing planning and delivery.

This is an exciting time to join Sussex. We are a growing, dynamic team with a supportive

culture. If you can think creatively and would enjoy a role where you'll build your understanding of strategic marketing planning and analysis, this could be the role for you.

Please contact Claire Clinton, Marketing Manager ([Claire.clinton@sussex.ac.uk](mailto:Claire.clinton@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.*

**Please note: The University requires that work undertaken for the University is performed from the UK.**

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

The Professional Services comprise approximately 650 staff across eleven main divisions. The budget is approximately £12m a year. In addition, trading activities for residences and other campus services have a turnover of £17m a year.

### **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 focus on student recruitment. The team delivers evidence-based strategic marketing activity for the University of Sussex and its academic Schools. We develop marketing plans and deliver activity in appropriately targeted areas. The Marketing Team works closely with the teams within the Communications, Marketing and Advancement Division and with academic and professional services colleagues across the University.

## **3. Job Description**

Job Description for the post of: Marketing Officer (Schools Marketing)

**Department:** Marketing

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

**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.

**Grade:** 5

**Responsible to:** Marketing Manager

**Responsible for:** N/A

**Key Responsibilities:**

The post holder will work with the School Director of Recruitment and Admissions (DoRA) and the Marketing Team in the Division of Communication, Marketing and Advancement, to implement recruitment marketing plans as identified with the DoRA and Marketing Manager for the School. They will help deliver marketing plans working to a variety of briefs and create and develop processes to enable marketing activities, costs and results to be tracked, monitored and evaluated.

**Main duties**

1. The implementation and evaluation of marketing plans
  2. Market and competitor data collection and analysis
  3. Marketing Administration
  4. Other duties
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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 content for marketing and recruitment purposes, and make suggestions for how content can be improved.
    - Work with the School to ensure that promotional copy for web, print, digital and other media is accurate and up to date.
    - Seek approval and amends from Admissions tutors and Course convenors for subject specific and course specific email content.
    - Plan and assist in the delivery of social media campaigns using relevant channels.
    - Update marketing plans, working closely with the relevant Marketing Manager and DoRA
    - Act as a brand champion for the University, maintaining quality standards of production across the full range of promotional activity.
    - Update University course listings on third party websites and course listing sites.
    - Ensure all presentations and content for student recruitment events are up to date and accurate in their content
    - Ensure all CMA issues follow the right process through ADQE, Marketing, Legal Counsel and Admissions.
  2. Market and competitor data collection and analysis
    - As requested by Managers support market research activities including new programmes and portfolio development; target setting; competitor benchmarking; fees and scholarship analysis; feeder schools; surveys and focus groups.
    - Support Market Research staff and Marketing Managers to update existing school insight documents (detailing recruitment trends, competitors and other relevant information) as new data becomes available.
    - Proactively identify key deadlines and publication dates of relevant data and information and update documents and plans accordingly.
    - Be confident and competent in using Excel in order to produce charts, graphs and to

- perform calculations relating to market data.
- Work to support the Market Research team and Marketing Managers in identifying existing data and research sources within the University, as well as sourcing and analysing external market data and research.
- Support the development of a detailed understanding of key competitors for the academic Schools.

### 3. Marketing Administration

- Support the Marketing Managers and Market Research team in delivering a wide range of marketing activity.
- Keep track of agreed actions and follow up where necessary.

### 4. Other duties

- Produce high quality presentations and documents for a variety of purposes, including: student recruitment events; marketing proposals for academic schools; marketing data for a variety of internal audiences; marketing activity results and evaluation of work undertaken.
- 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. This are likely to occur at weekends.
- The post may occasionally involve some travel in the UK to attend relevant events, undertake competitor analysis and to attend other activities.

## 4. Person Specification

<b>Skills/abilities</b>		
	Essential	Desirable
Administrative skills to include good organisational and communication skills appropriate to a busy open plan office environment.	X	
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	
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	X	

outside the institution		
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 UK system of Higher Education.		X
Understanding application processes to Higher Education		X
Understanding of marketing principles	X	
Knowledge of different media and comms channels and understanding 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	
Knowledge and understanding of the changes to UK higher education funding since 2012 and the implications of these changes for student recruitment		X

<b>Experience</b>		
	Essential	Desirable
Proven experience of working in a marketing or student recruitment function.	X	
Proven ability to engage positively with prospective students/customers and colleagues	X	
Experience using web for marketing purposes: eg Google adwords		X
Experience of supporting market or competitor analysis by searching for information on websites	X	
Experience of comparing data for marketing purposes	X	
Experience of evaluating the quality of web content and making suggestions for improvements	X	
Experience of using social media	X	
Experience of using Google Analytics		X

