1 Advertisement

Post Title: Marketing Team Coordinator  
School/Department: External Relations  
Hours: full time or part time hours considered to a minimum of (27) hours per week (36.5 hours if full time). Requests for flexible working options will be considered (subject to business need).  
Contract: fixed term until 2022  
Reference: 2788  
Salary: starting at £21,814 and rising to £25,217 per annum.  
Placed on: 17 December 2019  
Closing date: 29 January 2020. Applications must be received by midnight of the closing date.  
Expected Interview date: 12 February 2020  
Expected start date: 23 March 2020

We are looking for an enthusiastic and well-organised individual to join our marketing team to provide admin support for all aspects of our marketing activities. The successful candidate will work within a team of twenty marketing staff, who develop and implement the University of Sussex’s student recruitment marketing strategy.

The post holder will be key in supporting the work of the team, bringing much needed administrative, organisational and record-keeping skills, and helping to maintain the data resources we use in our evidence-based approach. Examples of the vital support this role provides include diary management, team scheduling, arranging workshops, financial assistance and general office support. The post holder will provide some admin assistance to senior members of the team also, and will enjoy plenty of opportunities to learn about marketing in Higher Education.

This is an exciting time to be working in higher education marketing, and an exciting time for the University of Sussex in particular. We are committed to equality and diversity, and strive to foster an environment where all our employees thrive.

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.

2. Senior leadership and management

The Vice-Chancellor (Professor Adam Tickell) is the senior academic officer and, as Chief Executive, is responsible to the University Council for management of the University. He is supported by an executive group which includes the three Pro-Vice-Chancellors, the Chief Operating Officer, the Director of Finance and the Director of Human Resources. The Heads of the Schools of Studies at Sussex report to the Pro-Vice-Chancellors.

The Chief Operating Officer heads the Professional Services of the University. In addition, under the University Statutes, the Chief Operating Officer is Secretary to the University Council. The Director of Finance reports to the Vice-Chancellor. The Director of ITS reports to the Chief Operating Officer, and the Librarian reports to one of the Pro-Vice-Chancellors.
3. 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 External Relations

The External Relations division 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.

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 comprises Overarching and Academic School Marketing, Market Research and CRM.

The team is responsible for devising and delivering marketing strategy and activities to reach targeted markets. 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.
4. **Job Description**

**UNIVERSITY OF SUSSEX**

Job Description for the post of: Marketing Team Coordinator

Department: Marketing, External Relations

Grade: 4

Responsible to: Associate Director of Marketing

**Purpose of the post**

1. To provide professional administrative support for all areas of team activity relating to marketing activity and general office co-ordination, including support for Marketing staff.

2. To contribute to the smooth-running of the External Relations operation through effective delivery of office- and campus-based activities.

   *This post involves some contact with prospective students, applicants, and academic and professional units across campus.*

**Specific duties**

To provide professional administrative support for all areas of marketing team activity

**Information management**

- Undertake follow-up arising from marketing meetings (e.g. contacting academic colleagues, Heads of School with further information, coordinating input and distribution of contact details to Sussex Schools and Departments).
- Main point of contact in marketing team for details of suppliers of marketing services.
- Liaise with external contacts (e.g. CASE, HEERA, external suppliers) in support of marketing and recruitment activities.
- Maintaining online recruitment presence on various websites as briefed by marketing managers.
- Maintain a spreadsheet of University and department rankings, updating the files as soon as new results are published. This involves proactive awareness of publication timings.
- The marketing team have developed data packs for all schools and departments detailing recruitment trends and other relevant information. The post holder will be asked to help ensure these are maintained and as up to date as possible.
Outward travel organisation and logistics

- Coordinate preparations for travel by members of the team.
- Arrange for materials to be shipped to destinations.
- Book travel and accommodation.
- Book conferences and events.

Financial and budget support

- To be trained to become Unit4 super user. Unit4 is the University’s financial management system.
- Raise requisitions, receipt goods and services, maintain records using a budget spreadsheet and input information into the finance system as required.
- Assist the Associate Director of Marketing in maintaining accurate and up to date reports of team budget and expenditure.
- Liaise with finance team and marketing team members to ensure on time processing of payments using the Unit4 system.

Other administrative support relating to student recruitment

- Diary management for the Associate Director of Marketing, and organising meetings for the team as required.
- Provide administrative assistance to staff, including maintenance of on-line diaries, taking telephone messages, arranging meetings, booking rooms, booking catering, taking minutes, filing, etc.
- Deal with correspondence.
- Supervise casual helpers and International Student Ambassadors undertaking support work for the marketing team.
- To be trained to undertake UKVI checks and undertake as required for marketing projects, and act as the Designated Responsible Officer (DRO) for the marketing team.
- Maintain stationery supplies and orders on behalf of the marketing team.
- Cover main telephone line into the team offices: pick up calls to the team telephone extensions when team members are absent or otherwise engaged – so that all callers to Marketing receive a prompt and positive response.
- Writing copy, building and proofing of HTML emails using the university CRM system.
- Monitor competitor activity on social media as briefed.
- Occasional support for Market Research when required including desk research on competitors as briefed.
- Receive training for and participate in the External Relations media rota, looking after rota admin and the calendar of important dates.
- Receive training for and participate in the Social Media rota, monitoring our social feeds, responding to users, creating and scheduling posts.
To contribute to the smooth running of the External Relations operation through effective delivery of office- and campus-based activities.

Participate in open days, admissions days and other campus-based student recruitment events, taking responsibility for key areas as requested. Full training is provided ahead of any campus-based event. This aspect of the post will require occasional weekend working.

Undertake other duties as may reasonably be required, according to qualifications and experience.

The job description sets out the duties of the post at the time it was drawn up. Such duties may vary from time to time without changing the general character of the duties or level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

5. **Person Specification**

In the part of the application form entitled 'Additional information in support of your application' please write how your skills, knowledge, experience and personal attributes meet the criteria below.

### SKILLS / ABILITIES

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<th>Essential</th>
<th>Desirable</th>
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<tr>
<td>Administrative skills to include good organisational and communication skills appropriate to a busy open-plan office environment.</td>
<td>X</td>
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<td>Ability to take fast accurate notes at meetings.</td>
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<td>Ability to deliver clear, concise, accurate and engaging written and oral communications suitable for a variety of audiences</td>
<td>X</td>
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<td>Fast and accurate keyboard skills (preferably touch-typing)</td>
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<td>A proactive and innovative approach to problem solving, with a willingness to adapt to changing requirements</td>
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<td>Excellent time management skills</td>
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<td>Competence in the use of IT tools, including Word, Excel and databases</td>
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<td>Numeracy and close attention to detail</td>
<td>X</td>
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<td>Ability to maintain accurate records</td>
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<td>Ability to work as part of a team and to foster good relations with a range of colleagues within and outside the institution</td>
<td>X</td>
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<td>Ability to administer surveys and conduct basic data queries, neither of which activities require specialist knowledge or skills.</td>
<td>X</td>
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### KNOWLEDGE

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<tr>
<td>Understanding of UK system of Higher Education</td>
<td>X</td>
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<td>Understanding application process to Higher Education</td>
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### EXPERIENCE

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<td><strong>Proven ability to engage positively with prospective students</strong></td>
<td>X</td>
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<td><strong>Experience using web for marketing purposes: e.g. Google ad words</strong></td>
<td>X</td>
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<td><strong>Experience conducting competitor analysis by searching for information on websites</strong></td>
<td>X</td>
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<td><strong>Experience comparing data for marketing purposes</strong></td>
<td>X</td>
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<td><strong>Experience of HTML builds for marketing purposes</strong></td>
<td>X</td>
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### PERSONAL ATTRIBUTES AND CIRCUMSTANCES

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<td><strong>Able and willing to work in an open-plan, desk-based role.</strong></td>
<td>X</td>
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<td><strong>Willing to spend extended periods updating online course listings</strong></td>
<td>X</td>
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<td><strong>Confident in telephone and in-person engagements.</strong></td>
<td>X</td>
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<td><strong>Interest in Higher Education</strong></td>
<td>X</td>
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<td><strong>Interest in Marketing</strong></td>
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