



1 Advertisement

Post Title: Marketing Officer (Digital)

School/department: Division of Communications Marketing and Advancement

Hours: Full time 36.5 hours per week. Requests for flexible working options will be considered (subject to business need). Hybrid working 50:50 working from office and home.

Contract: Permanent

Reference: 9654

Salary: starting at £27,131 to £31,411 per annum

Placed on: 21 December 2022

Closing date: 26 January 2023. Applications must be received by midnight of the closing 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 supporting the planning and delivery of effective digital marketing campaigns, that will recruit the best students for the University of Sussex. From your previous experience, you will have a solid understanding of the digital landscape and of developing content for digital campaigns. A keen eye for detail is also essential to help deliver high quality marketing activity and to manage budgets.

This varied and interesting role supports the work of a Marketing Manager (Digital) 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, running 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 to meet the University's student recruitment targets.

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 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, external agencies and suppliers, including digital marketing agencies, design agencies, UCAS 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 John Haywood, Marketing Manager (j.haywood@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 and PR 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
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 (Digital)
Responsible for:	N/A
Responsible to:	Marketing Manager (Digital)

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 digital marketing plans to meet the University's student recruitment targets.

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. They will work with our digital analyst to monitor and evaluate the effectiveness of our campaigns and ensure continuous improvement and value for money.

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 digital agency/agencies, ensure the timely delivery of creative assets for our all of our digital campaigns.
- Support the development of our advertising briefs.

- Using approved assets, create content as required to meet the specifications of media campaigns.
- Maintain oversight of the UTM parameter spreadsheets to ensure we can effectively monitor and evaluate all of our activities.
- Provide support as necessary to School Marketing Managers and Marketing Officers with the development and delivery of their paid for digital campaigns.
- Act as a brand champion for the University, maintaining quality standards of production across the full range of promotional activity.
- Update University profiles and course listings on third party websites and course listing sites.

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 the sector on digital platforms
- Analyse CRM data, Google Analytics reports and reports from third party providers to evaluate the impact of our paid social, paid search and paid referral campaign activities.
- 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

- Support regular Campaign and Content Meetings ensuring up to date agendas
- Keep track of agreed actions and follow up where necessary.
- Help maintain accurate financial record keeping

4. Other duties

- Produce high quality presentations and documents for a variety of purposes, including: marketing proposals for academic schools; 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, creating 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. This 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.

4. Person Specification

Person Specification SKILLS / ABILITIES		
	Essential	Desirable
Experience of working on paid digital advertising campaigns.	X	
Experience of creating content for digital advertising activities.	X	
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	
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	
KNOWLEDGE		
	Essential	Desirable
Understanding of marketing principles	X	
Knowledge of different media and comms channels, especially digital 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	
Understanding of UK system of Higher Education		X
Understanding application processes to Higher Education		X