Universal of Sussex

1. Advertisement

Student Recruitment Services and Marketing
Marketing Team Coordinator
Permanent, full time
Salary range: starting at £20,624 and rising to £23,879 per annum. It is normal to appoint at the first point of the salary scale.
Expected interview date: 21 November 2016

Are you interested in working in marketing? 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 one 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. The post holder will provide some admin assistance to senior members of the team, and will enjoy plenty of opportunities to learn about marketing in HE.

This is an exciting time to be working in higher education marketing, and an exciting time for the University of Sussex in particular.

Closing date for applications: 27 October 2016

For full details and how to apply see www.sussex.ac.uk/jobs

The University of Sussex is committed to equality of opportunity

2. Senior leadership and management

The Vice-Chancellor (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 Registrar and Secretary, the Director of Finance and the Director of Human Resources. The Heads of the Academic Schools at Sussex report to the Pro-Vice-Chancellors.

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

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.

Reporting to the Registrar and Secretary, the Professional Services are organised as follows:

- Academic Registry
- Communications
- Development and Alumni Relations
- Estates and Facilities Management
- Health, Safety and Environment
- Human Resources
- Office of Governance and Secretariat
- Research and Enterprise
- Residential, Sport and Trading Services
- Student Recruitment and Marketing
- Student Services

The University’s professional services also include the Finance Division, with the Director of Finance reporting to the Vice-Chancellor.

The professional services support within each of the eleven Academic Schools is headed by a School Administrator who reports to their Head of School.

The Division of Student Recruitment and Marketing.

The Division of Student Recruitment and Marketing has a leading role in promoting the work of the University to external audiences as well as working closely with the University Schools to provide professional advice and guidance in the area of marketing and student recruitment.

The division manages student recruitment for the University and is comprised of:

Marketing
UK Student Recruitment
Digital and Creative Media
The International Office

The Marketing Team

The Marketing Team has a student recruitment remit. The team was established in 2010 and has conducted work to establish an evidence-base for marketing activity at Sussex. We develop marketing plans and delivery activity in appropriately targeted subject areas. The Marketing Team works closely with other Division teams and with to support the schools of the University.
4. **Job Description**

**UNIVERSITY OF SUSSEX**

Job description for the post of: Marketing Team Coordinator

**Department**  
Student Recruitment and Marketing

**Grade**  
4

**Responsible to**  
Head of Marketing

**Purpose of the post**

1. To provide professional administrative support for all areas of team activity relating to marketing activity, including support for Marketing staff.

2. To contribute to the smooth-running of the Student Recruitment and Marketing 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 *(eg 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.
- Maintain and develop database of marketing contacts: involves taking calls/enquiries/contact details from suppliers, categorising the service(s) they offer, sharing details with appropriate colleagues, adding details to database, proactively develop database to make it fit for purpose.
- 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 spreadsheet of University and department rankings, updating the files as soon as new results are published. This involves proactive awareness of publication timings.
- Maintain and develop student recruitment marketing calendar, which provides a summary of student recruitment activity across recruitment cycles.
The marketing team have developed datapacks 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

**SR&M support**

- Ensure good communication and effective information sharing with other SR&M teams
- Assist SR&M staff in student recruitment events from time to time
- Provide information to prospective students about study at Sussex.
- Undertake follow-up from such events.

**Other administrative support relating to student recruitment**

- To be trained to become Agresso super user. Agresso is the University's financial management system
- Raise requisitions, receipt goods and services, maintain paper records, input information to the finance system as required.
- Assist the head 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 Agresso system
- Monitor payments in the context of whether VAT is chargeable, and ensure exempt payments are processed accordingly – which means ensuring that exempt items are identified and signed off by Head of Marketing
- Diary management for the Head 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.
- 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
To contribute to the smooth-running of the Student Recruitment Services 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

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<tr>
<th>SKILLS / ABILITIES</th>
<th>Essential</th>
<th>Desirable</th>
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<tbody>
<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>
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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>
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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>
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<td>Ability to administer surveys and conduct basic data queries, neither of which activities require specialist knowledge or skills.</td>
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<tr>
<th>KNOWLEDGE</th>
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<th>Desirable</th>
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<tr>
<td>Understanding of UK system of Higher Education</td>
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<td>X</td>
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<td>Understanding application process to Higher Education</td>
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<th>EXPERIENCE</th>
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<tr>
<td>Proven ability to engage positively with prospective students</td>
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<td>Experience using web for marketing purposes: eg Google</td>
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<td>Experience conducting competitor analysis by searching for information on websites</td>
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<td>Experience comparing data for marketing purposes</td>
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<td>Experience of HTML builds for marketing purposes</td>
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**PERSONAL ATTRIBUTES AND CIRCUMSTANCES**

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<tr>
<td>Able and willing to work from 9am to 5.30pm Monday to Friday in an open-plan, desk-based role.</td>
<td>X</td>
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<td>Willing to spend extended periods updating online course listings</td>
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<td>Confident in telephone and in-person engagements.</td>
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<tr>
<td>Interest in Higher Education</td>
<td>X</td>
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<td>Interest in marketing</td>
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