

JOB DESCRIPTION

Job Title: Marketing & Communications Coordinator
Job Ref: MKG252-R-R
Campus: Hendon
Grade: 5
Salary: £28,302- £31,537 per annum including outer London weighting

Period: Permanent
Reporting to: Director of Student Marketing & UK Recruitment

Overall Purpose:

Working with the senior management team and colleagues across the Marketing and Communications teams, this post will provide high level support to a large, diverse and fast-paced area responsible for the University's reputation, stakeholder engagement and student lifecycle from point of attraction to graduation and beyond.

The post holder will be responsible for ensuring activities within the area are appropriately monitored, collating updates on impact and raising awareness of success to internal stakeholders. They will also coordinate a number of internal stakeholder groups, ensuring dissemination of good practice and the sharing of ideas.

Principal Duties:

Support for Marketing and Communications activities

- Coordinate and monitor the planning process within the Student Marketing, UK Recruitment and Digital areas, working with the Director of Student Marketing & UK Recruitment to implement a framework for activity planning and ongoing monitoring
- Act as a key point of contact for academic departments in relation to Marketing and Communications activities, providing excellent levels of service and resolving queries appropriately
- Collate updates on Marketing activity, including performance against set objectives and the marketing strategy, and distribute to internal stakeholders within the University as required
- Coordinate internal networks relating to Marketing and Communications, including communications within the groups, coordination of meetings and ongoing dissemination of updates and best practice, including the Marketing Forum, University Parents' and Supporters' Group, Brand Steering Group and Digital Transformation Group
- Act as secretary to internal meetings and working groups, providing an accurate and clear note taking service and following up actions as required.

- Update and maintain intranet pages, ensuring effective profiling of the activities undertaken in Marketing and Communications teams and their impact and, working with the Internal Communications team, champion new channels for collaboration with University colleagues
- Coordinate specific projects or aspects of projects undertaken within the Student Marketing area
- Coordinate the competitor and sector monitoring process within the Student Marketing, Digital and UK Recruitment areas, working closely with Marketing Assistants across all teams and the Commercial Strategy & Market Research team
- Prepare/re-format presentations, reports and board papers on behalf of senior managers
- Provide support to stakeholder visits to the University, liaising with internal stakeholders as appropriate
- Support the planning and delivery of marketing, communications and student recruitment events, including internal stakeholder events and larger external events such as Open Days
- Ensure all Marketing and Communications teams are appropriately equipped to deliver activities, maintaining a log of shared equipment, ensuring all equipment is accounted for, appropriately stored and in working order and liaise with internal services to ensure new staff have all the required equipment

Administrative support

- Provide confidential administrative support to senior managers, including management of diaries where required and liaison with senior members of University staff as well as senior external colleagues on behalf of senior managers.
- Organise meetings, hospitality, travel arrangements and expenses for senior managers, where required
- Raise Purchase Orders on PAFIS (People & Financials Information System) and liaise with Procurement and Financial Services to ensure timely payments to Marketing and Communications suppliers.
- Support the monitoring of Marketing and communications budgets, providing budget reports to senior managers as required.
- Resolve financial transaction queries and discrepancies.
- Act as recruitment administrator for recruitment to vacant posts, completing relevant online forms and liaising with Human Resources and candidates as appropriate.
- Ensure a working environment conducive to productive working, managing and maintaining storage and common working areas.

Any other duties required by the Director of Student Marketing & UK Recruitment or Director of Communications & External Engagement which are commensurate with the grade of the post.

Hours: 35.5 hours per week for 52 weeks per annum (see flexibility below).

Leave: 25 days per annum plus eight Bank Holidays and seven University days taken at Christmas (pro rata for part-time staff) which may need to be taken as time off in lieu.

Flexibility: Please note that given the need for flexibility in order to meet the changing requirements of the University, the duties and location of this post and the role of the post-holder may be changed after consultation. The balance of duties may vary over time and will be reviewed as part of the appraisal process.

PERSON SPECIFICATION

Job Title: Marketing & Communications Coordinator

Selection Criteria	Essential (E) or Desirable (D)
Education/ Qualifications	
Educated to at least A Level standard (or equivalent)	E
Educated to degree level (or equivalent)	D
Experience	
Experience of working in Higher Education (or similar environment)	D
Experience of working in an administrative role	E
Experience of organising and prioritising work demands to meet deadlines with a minimum of supervision.	E
Experiencing of dealing with complex queries while working under pressure.	E
Experience of working as a Personal Assistant	D
Experience of using a finance software package and/or a content management system	D
Knowledge	
Understanding of cross cultural issues and experience of working with diverse staff and different nationality groups	E
Understanding of how to manage a budget	E
Skills	
Advanced IT skills (all MS Office packages)	E

Ability to learn other software packages quickly	E
Excellent oral communication skills with the ability to be both assertive and diplomatic	E
Excellent written communication skills, with ability to compose own correspondence with senior staff and high profile partners	E
Self-motivated and committed to continuous improvement.	E
Good networking skills including an ability to build relationships and make others feel at ease within diverse contexts	E

No Parking at Hendon campus: There are no parking facilities for new staff joining our Hendon campus, except for Blue Badge holders. If you are applying for a post at our Hendon campus please ensure you can commute without a car.

Information on public transport to Hendon can be found here:

<http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

We offer an interest-free season ticket loan, interest-free motorbike loan, a cycle to work scheme and bicycle and motorbike parking and changing facilities.

Flexible working applications will be considered.

Closing date: See job advertisement

What Happens Next?

If you wish to apply for this post please return to the portal and click on Apply Online.

If you wish to discuss the job in further detail please contact Paul Woods, Director Marketing & UK Recruitment by email to P.Woods@mdx.ac.uk.