

JOB DESCRIPTION

Job Title:	Marketing Officer x2
Ref No:	MKG269-R-R
Campus:	Hendon
Grade:	6
Salary: weighting	£32,407-£37,165 per annum including outer London
Period:	Permanent
Reporting to:	Senior Marketing & Campaigns Manager

Overall Purpose:

Under the direction of the Senior Marketing & Campaigns Manager, the Marketing Officer will contribute to the development and delivery of an effective annual marketing plan to support the university in its achievement of student recruitment targets in terms of quality and required quantity.

Working as a team of Marketing Officers, each officer will lead on or support assigned key campaigns and projects across the undergraduate and postgraduate prospective student journeys, targeted both around wider university and subject specific promotion. Each Marketing Officer will also develop specific expertise in a specific audience related to either study level or academic faculty, and will work with the Head of Brand, Content & Design on the development and embedding of appropriate messaging for these audiences at all stages of the prospective student journey. These areas of audience expertise will be:

- Undergraduate full and part time
- Postgraduate full and part time and degree apprenticeships
- Faculty of Arts & Creative Industries
- Faculty of Professional & Social Sciences
- Faculty of Science & Technology

With a clear understanding of the needs of the target audience and the Middlesex offer, they will use appropriate marketing tools and channels to effectively target the required audience and position Middlesex as a first choice university. They will ensure marketing activity generates interest and engagement, driving enquirers and applicants to opportunities to connect online and at activities such as open events, and will ensure that messaging builds pride in and commitment to Middlesex University.

The Marketing Officer will work with all teams within the Student Marketing & UK Recruitment area and with the wider university community to ensure recruitment potential is maximised across all interactions and that they feel seamlessly part of the same brand experience from campaign to enrolment.

Principal Duties:

Market and customer knowledge

- Acquire a detailed knowledge of the student recruitment market, and the required target audience, understanding their motivation to study, their influencers and the emotional journey they undertake prior to academic study.
- Ensure all marketing activity and campaigns are informed by this knowledge and insight, and that they target the most appropriate prospective students with engaging and compelling messaging aligned to Middlesex University's position and their motivations.

Marketing planning and delivery

- Work with the Senior Marketing & Campaigns Manager and Head of Student Marketing to ensure that annual marketing plans are developed for the target audience, in liaison with colleagues across all areas of the Commercial Group.
- Deliver effective marketing communications online and in print to attract and convert prospective students, conveying compelling aspects of Middlesex University's offer in engaging and innovative formats, in line with agreed plans and priorities.
- Work with the digital and content marketing teams to ensure the Middlesex University website and social media channels contain relevant and engaging information which drive engagement with prospects, developing and maintaining specific content.
- Provide effective marketing tools, messaging, collateral and assets to support all touchpoints on the prospective student journey from campaign to enrolment, working across teams within the Student Marketing & UK Recruitment area and the wider university community.
- Where required, coordinate the delivery of specific student recruitment marketing projects or activities or aspects of larger campaigns or events relating to the target audience, including Open Day activities.
- Work with the Education Liaison & Outreach team to ensure school, enquirer and influencer focused activities appropriately convey the university and its subject areas, and that they are equipped to maximise impact of their activities.
- Work with the Senior Marketing & Campaigns Manager to set appropriate KPIs for all activities, in line with wider Marketing objectives, and take responsibility for the monitoring and reporting of these.

Advertising campaigns

- Support the Senior Marketing & Campaigns Manager in the development of advertising campaigns that attract the target audience and drive applications in target areas.
- Contribute to the development of briefs for advertising campaigns, outlining appropriate messaging, engaging lead attraction collateral and insight into the target audience.
- Work with the Brand, Content & Design team on the development of campaign creative and messaging, ensuring it will be attractive and compelling to the target audience, and will set Middlesex University aside from competitors.
- Work with the Digital Marketing team to track the effectiveness of campaigns, reporting on this and making recommendations to maximise opportunities where appropriate.
- Carry out post campaign and relevant touchpoint analysis, ensuring insight and feedback is considered in future campaigns and activities.

Brand positioning

- Work with the Senior Marketing & Campaigns Manager and the Head of Brand, Content and Design to ensure brand positioning, value proposition and core offer is compelling and consistent across all marketing communication.

Competitor monitoring and insight

- Regularly monitor and report on competitor activity and ensure Middlesex activity attracts students in this environment

Internal liaison

- Liaise with relevant academic and service colleagues, where appropriate, to ensure a comprehensive understanding of Middlesex University's offering and production of timely and effective market tools that reflect Middlesex University's core strengths and offer.
- Support in reporting against marketing objectives to internal colleagues as required.

Other responsibilities

- Any other duties required by the Senior Marketing & Campaigns Manager or Head of Student Marketing, including support for conversion and other on-going student recruitment projects

Hours: 35.5 hours per week throughout the year, actual days and hours by arrangement.

Annual Leave: 30 days per annum plus eight Bank Holidays and seven University days taken at Christmas (pro rata for part-time staff).

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 Officer

Selection Criteria:

Essential:

- Significant experience of working in a marketing role in a busy environment
- Truly outstanding copywriting skills, with the ability to deliver top quality written communications to a wide variety of audiences and across multiple channels

- Good understanding of requirements for delivery of effective marketing communications online and in print
- Experience of working in a busy environment constantly having to re-prioritise work and complete it to demanding deadlines
- Ability to build strong relationships with a wide variety of key stakeholders, both internal and external
- Evidenced experience of using market insight to drive marketing communications
- Evidenced experience of developing, tracking and reporting on campaigns
- Educated to degree level or equivalent experience.
- Excellent project management skills.

Desirable:

- Experience of marketing in higher education and/or knowledge of the sector
- Service sector marketing/communication experience
- Professional Marketing qualification

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

Interview 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.

For further information on the role, or to arrange an informal discussion, please contact Paul Woods, Director Marketing & UK Recruitment by email to P.Woods@mdx.ac.uk.