

JOB DESCRIPTION

Job Title:	Marketing Officer – Faculty of Business and Law
Ref no:	MKG476
Campus:	Hendon
School/Service:	Marketing
Grade:	Grade 6
Starting Salary:	£35,625 per annum inclusive of Outer London Weighting rising to £40,848 incrementally each year
Hours:	35.5 hours per week, actual daily hours by arrangement
Period:	Fixed-Term Contract – 9 Months
Reporting to:	Faculty Marketing Manager

Overall Purpose

We are looking for a Marketing Officer to support our subject-specific marketing activities for the Business & Law Faculty.

Under the direction of the Faculty Marketing Manager and the Head of Student Marketing & Campaigns, the Marketing Officer will contribute to the delivery of an effective annual marketing plan to support the Faculty in both student recruitment and reputation-build. In particular, the Officer will support the Faculty in its achievement of student recruitment targets in terms of quality and required quantity.

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

- Undergraduate full and part time
- Postgraduate full and part time and degree apprenticeships
- Business & Law School
- 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 Marketing & Recruitment areas 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 Faculty Marketing Manager and Head of Student Marketing & Campaigns to ensure that annual faculty 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 Faculty Marketing 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 Faculty Marketing 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 & Creative 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 Faculty Marketing Manager and the Brand & Creative team 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.

General:

- To carry out any other duties as are within the scope, spirit and purpose of the job as requested by the line manager.
- To actively follow Middlesex University policies including Equality & Diversity policies.
- As duties and responsibilities change, the job description will be reviewed and amended in consultation with the post-holder.
- The post holder will carry out all duties in accordance with the University's vision and values.

PERSON SPECIFICATION

Job Title: Marketing Officer – Faculty of Business and Law

Your supporting statement on your application form will be assessed to see how you meet each of the following criteria.

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

M U Services Limited

Middlesex University has established a wholly owned subsidiary, MU Services Limited, to provide professional services to the University. Staff of MU Services Limited will work alongside Middlesex University staff and will be employed by MU Services Limited. All University policies and procedures and the University Professional Services Staff Handbook will apply to MU Services Limited staff during their employment, unless where expressly stated otherwise.

Fixed Term Contract

This temporary appointment is for the following allowable reason:

- The demand for this work is uncertain at the moment and it is unclear whether this post/work will be required long term

Therefore, this appointment has a defined end date of June 2025

If you are applying as an internal candidate to do the temporary post as a secondment please discuss this with your line manager first and read our [Secondment Guidelines](#).

Annual Leave: 30 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.

Parking at Hendon campus

There are currently *Regular Parking Permits and Pre-Paid Parking options* available to new joiners. Further details are available on the Travel and transport page on the staff intranet. *Please note if the number of applications becomes oversubscribed these parking options could be withdrawn at any point.*

Information for Disabled Staff

Staff and visitors with their own current blue badge have access to free parking on campus. All blue badge holders should present a copy of their blue badge to the security office in the Quad. Holders will be given car park access up to the date of expiry of their blue badge.

Public Transport

Our Hendon Campus is well served by public transport with buses, London underground and British Rail services all within a short walk of the campus. You can get detailed journey information from TfL (www.tfl.gov.uk) and have a look at our directions and location to help plan your travel: <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.

We value diversity and strive to create a fairer, more equitable work environment for our staff and students.

We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff diversity networks, campus facilities and services to support staff from different backgrounds.

The postholder should actively follow Middlesex University policies and procedures and maintain an awareness and observation of Fire and Health & Safety Regulations.

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 Ellen Clemo, Faculty Marketing Manager, via email at e.clemo@mdx.ac.uk