

JOB DESCRIPTION

Job Title:	Marketing Assistant – Faculty of Arts and Creative Industries
Ref no:	MKG205 - Y
Campus:	Hendon
School/Service:	Marketing
Grade:	5
Starting Salary:	£27,257 per annum inclusive rising to £30,372
incrementally each year.	

Period: Permanent

Reporting to: Marketing Manager – Faculty of Arts and Creative Industries

Reporting to Job Holder: N/A

Overall Purpose:

Our Faculty of Arts and Creative Industries is a creative community, led by artists and practitioners in the creative industries, who inspire and challenge our students in a friendly, inclusive and practice-led environment. In a broad and exciting portfolio of programmes ranging from Animation to Journalism, Fine Art to Digital Media, we emphasise creativity, interdisciplinary study, practical experience and the interrelation of practice and theory alongside the development of specialist and transferable skills, preparing graduates for work in the contemporary creative industries.

This is an exciting opportunity for a candidate seeking to further develop their career in a dynamic marketing environment. We are looking for a Marketing Assistant for the Faculty of Arts and Creative Industries to join our large Marketing, Recruitment and Communications department to assist in the development of our subject and Faculty-specific marketing.

Based in our award-winning Marketing department, the role will support the overriding goal of delivering strong student recruitment and retention across the University. Working towards enhancing Middlesex University's reputation externally amongst key stakeholders, partners and influencers of prospective students and driving engagement with internal stakeholder groups, there has never been a more exciting time to join Middlesex.

This role will work closely with the Marketing Manager in order to ensure that the Faculty and its subject areas are represented appropriately within corporate marketing and communications activities. The Marketing Assistant – Faculty of Arts and Creative Industries will support relationships with the Faculty, whilst working closely with the Marketing Team in a large matrix structure.

Personality is as important as marketing experience; you'll be passionate about higher education, and should be an excellent communicator and listener, who is great with people. We are looking for someone who is creative, attentive to detail, and able to deliver under pressure.

Principal Duties:

To support the Marketing Manager in the delivery of the Faculty-specific marketing strategy to include:

Subject-specific marketing campaign coordination and support

- Supporting the creation of faculty-specific marketing materials where appropriate
- Ordering and distributing marketing merchandise for Faculty-specific use
- Faculty-specific social media administration
- Copywriting and proofreading for key marketing literature
- Sourcing images for use in key publications
- Coordinating updates to course pages and departmental pages on the website including general maintenance and accuracy checking
- Event organisation, support and attendance including internal and external events

Relationships

- Act as a point of contact for general marketing enquiries from academic faculty staff
- Supporting the Faculty Marketing Manager in the sign-off process for key Faculty-specific marketing communications created; including print and online
- Attend Faculty committee meetings to support the Marketing Manager

General administration

- Purchase orders and invoice processing
- Expenses
- Travel booking
- Printing

Insights and data

- Data gathering to support the Marketing Manager in the monitoring of sector, audience and competitor trends and behaviours
 - Desktop research and data processing using sources such as UCAS, Tableau and Heidi
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PERSON SPECIFICATION

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

SELECTION CRITERIA:

Education / Qualifications

Essential:

- Educated to degree level or equivalent relevant experience

Desirable:

- Marketing or Communications related qualification

Experience

Essential:

- Experience working in a brand-led marketing environment

Desirable:

- Experience of working in the Higher Education sector (or similar relevant environment) and of UK higher education system, requirements and educational qualifications
- Knowledge of or experience in the Faculty's sectors

Skills

Essential:

- Excellent attention to detail and a conscientious approach to quality
- Excellent organisational skills
- Ability to prioritise work in a busy environment, keeping colleagues up to date with the status of projects
- Excellent written and verbal communication skills
- Ability to write marketing copy
- A high level of IT competence including working with spreadsheets and databases
- Ability to learn quickly and work to a high degree of proficiency
- Research skills – gathering and reporting on data and trends

Hours: 35.5 hours per week, actual daily hours by arrangement

Annual 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.

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.

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 discuss the job in further detail please contact Sophia Tsitsoni on

s.tsitsoni@mdx.ac.uk

If selected for interview, you will hear directly from someone in the Faculty/Service, usually within 3 weeks of the closing date.