

## **JOB DESCRIPTION**

<b>Job Title:</b>	<b>Marketing Officer – Faculty of Professional and Social Sciences</b>
<b>Reference:</b>	<b>MKG234</b>
<b>School/Service:</b>	<b>Marketing</b>
<b>Campus:</b>	<b>Hendon</b>
<b>Reporting to:</b>	<b>Senior Marketing Manager – Faculty of Professional and Social Sciences</b>
<b>Reporting to Job Holder:</b>	<b>None</b>
<b>Grade:</b>	<b>6</b>
<b>Salary Range:</b>	<b>£31,210 - £35,792 per annum</b>
<b>Period:</b>	<b>Permanent</b>

### **Overall Purpose**

The Faculty of Professional and Social Sciences at Middlesex comprises three Schools: our Business School, the School of Law, and the School of Health and Education. The Faculty is the largest and most varied in terms of subject breadth across the University. We are looking for a Marketing Officer to support our subject-specific marketing activities for the Faculty.

Under the direction of the Senior Marketing Manager for the Faculty, 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.

With a clear understanding of the needs of the target audience and the Middlesex offer across all three Schools in the Faculty, you will use appropriate marketing tools and channels to effectively target your required audience and position Middlesex as the best choice. You will work with other teams in the Marketing department to ensure marketing activity generates interest and engagement.

### **Principal Duties**

#### **Market knowledge and measurement**

- Acquire a detailed knowledge of the student recruitment market and our current and desired target audiences for this Faculty
- Ensure all marketing activity and campaigns are informed by this knowledge, targeting appropriate catchment for applicants with the right messaging aligned to our position and their motivations
- Ensure all activity and campaigns are measured and reporting on against annual targets

#### **Production of marketing and communication tools**

- Under the direction of the Senior Marketing Manager, deliver effective marketing communications online and in print to attract and convert prospective students
- Work with the Digital and Content Marketing teams to ensure mdx.ac.uk has relevant and engaging information with clear calls to action to drive engagement with prospects through our customer service channels
- Produce tools that highlight the overall Faculty offer, working with the Student Recruitment team and key Service areas to ensure the overall offer is communicated effectively
- Work with the Student Recruitment Marketing team to ensure advertising campaigns drive applications in target areas
- Work with the Customer Experience team to provide effective marketing tools to support subject-specific marketing and communications events on and off campus
- Work with the Education Liaison team to support subject-specific events targeted at schools and colleges
- Work with the External Relations and PR teams to identify and help promote academic research and expertise across the Faculty.

#### **Value propositions**

- Work with the Senior Marketing Manager to ensure subject value propositions and core offer are compelling and consistent across all marketing communications for specific Faculty audiences

#### **Insight and research**

- Regularly monitor competitor activity - both current and aspirational and ensure Middlesex activity attracts students in this environment
- Work with the Insight team to understand the Faculty audiences and ensure that marketing activities embed this understanding

#### **Internal liaison**

- Build successful relationships with key academic colleagues across the Faculty, and act as representative of the Marketing team as appropriate
- Liaise with relevant service colleagues to ensure production of timely and effective market tools
- Support in reporting against recruitment targets and marketing goals to internal colleagues as required.

## PERSON SPECIFICATION

### Essential

- Significant experience of working in a marketing role in a busy environment
- 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
- Good understanding of requirements for delivery of effective marketing communications online and in print
- Truly outstanding copywriting skills, with the ability to deliver top quality written communications to a wide variety of audiences and across multiple channels
- Experience of working in a busy environment constantly having to re-prioritise work and complete it to demanding deadlines
- Be educated to degree level or above

### Desirable

- To have experience of marketing in higher education and or knowledge of the sector
- To have service sector marketing/communication experience
- Professional Marketing qualification
- Subject-specific knowledge relevant to the Faculty.

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

**Annual Leave:** 30 days, plus 7 Uni days taken at Christmas plus bank Holidays.

**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, and bicycle and motorbike parking and changing facilities.

**Middlesex University is working towards equality of opportunity. Flexible working applications (including part-time working) will be considered.**

**If you wish to apply for this post please complete an application form found here:**

[www.mdx.ac.uk/jobs](http://www.mdx.ac.uk/jobs)

**Closing date for receipt of applications: Please refer to website**

**Please return the completed application form to: The Recruitment Office, Middlesex University, Hendon Campus, The Burroughs, London, NW4 4BT**

**What Happens Next ?**

If you wish to discuss the job in further detail please contact Jennifer Hope by email:

[j.l.hope@mdx.ac.uk](mailto:j.l.hope@mdx.ac.uk)

If selected for interview, you will hear directly from someone in the School/Service/Campus, usually within 3 weeks of the closing date. If you do not hear from us you may assume that your application was unsuccessful.