

Marketing Officer – Job Description

Job title:	Marketing Officer
Department:	External Services
Responsible to:	Marketing and Campaigns Manager
Location:	Royal Agricultural University, Cirencester
Salary:	Grade 6: £27,131 - £32,348 per annum DOE
Term:	Full time: 35 hours per week, permanent

Relationships with: External Services team; Heads of School and Directors of Service; Agencies; Other marketing professionals; RAU stakeholders within a matrix context; Alumni

We have a number of different ways to work flexibly, so at your interview feel free to talk about what flexibility means to you. There are no guarantees, however, examples of how our employees already work flexibly include part-time, job share, hybrid-working and compressed hours.

Role Purpose

Support marketing activity across the University, following direction to facilitate the delivery of marketing activity required to achieve business, recruitment and a broad range of RAU objectives. Contribute to the development of the future direction of the University and development and implementation of marketing and advertising plans. Provide operational marketing advice and support to colleagues to aid product development, customer journey, customer experience and market positioning.

Key Responsibilities

1. Work closely with the Marketing and Campaigns Manager to ensure the marketing plan is fully integrated with annual activities, campaigns, events and outreach activities. Implement all aspects of the marketing plan effectively and efficiently, monitoring impact and drafting reports to ensure constant improvement and return on marketing investment.
2. Write and create content to support Marketing objectives that can be distributed for use across all media e.g. web and print. This will include undergraduate and postgraduate prospectuses and material to aid student recruitment. Content is to appeal to a range of audiences; undergraduate, postgraduate, alumni and key stakeholders ensuring that professional brand

standards and key messages are maintained. Identify gaps in content and visual imagery making recommendations for its creation. Facilitate its creation as required.

- 3.** Manage the delivery of any printed items that you have created which forms part of the marketing plan, including flyers, adverts and brochures and liaise with suppliers as required. This includes monitoring timescales and print budgets. Ensure all University marketing information is accurate and engaging including undergraduate and postgraduate prospectuses, working with agencies as appropriate.
- 4.** Lead student journey marketing communications throughout the year and determine benchmark performance data to measure effectiveness against, making recommendations for performance improvement. Create and send emails to fulfil the recruitment plan, measure their effectiveness and make recommendations for improvement.
- 5.** Design and create attractive content for on-campus digital display screens. Ensure that display screens are up-to-date and relevant.
- 6.** Act as the first point of contact for all University staff regarding marketing and brand enquiries. Provide guidance and advice to staff on matters relating to marketing to promote the University's marketing objectives, and ensure professional brand standards and key messages are maintained.
- 7.** Update the internal intranet News pages with current, relevant material.
- 8.** Support the smooth and successful delivery of recruitment events in a matrix fashion, lending appropriate support for events such as Open Days and Offer Holder Days.
- 9.** Undertake or arrange photography or film activities as required, editing videos as necessary.
- 10.** Analyse and review CRM data to inform marketing activities.
- 11.** Build and develop effective working relationships with colleagues across the University, notably in Student Recruitment, Admissions and Student Services as well as the Schools and Departments. Encourage the engagement of academic colleagues and the promotion of marketing, maximising the use of opportunities as they occur.
- 12.** Input into the RAU's marketing plans: gathering market intelligence and work with the Marketing and Campaigns Manager to analyse results in relation to the marketing plan, liaising with relevant parties both internal to the University and externally. Gather information on competitor Universities for market analysis.
- 13.** Support team members and Communication Manager as required from time to time with other marketing activity and social media activity.

General responsibilities:

- The University is committed to equality of opportunity. All staff are required to comply with current legislation, University policies and good practice guidance.
- All staff are required to act in a way that safeguards the health and wellbeing of children and vulnerable adults at all times. The post holder must be familiar with and adhere to appropriate safeguarding policies and guidance and participate in related mandatory/statutory training. Managers have a responsibility to ensure their team members understand their individual responsibilities with regard to safeguarding children and vulnerable adults.
- All staff are required to participate in the University appraisal process and should ensure they are familiar with the process and plan time to prepare for their appraisal. Following the appraisal, staff are expected to undertake in any necessary learning and development and work towards the objectives that have been set.
- The University expects staff to attend any training designated as mandatory and to undertake learning and development activities to support their role. Managers must facilitate learning and development within their teams.
- It is a condition of employment that staff will not disclose any information obtained in the course of their duties other than to those entitled to receive it. The post holder must ensure that the confidentiality of personal data remains secure and that restricted information or highly restricted information to which they have access remains confidential during and after their employment at Royal Agricultural University. All staff must undergo appropriate data protection training as required.
- All absence from work must be reported in accordance with the University's absence procedures and recorded on iTrent.
- The University acknowledges its responsibility to provide a safe, smoke free environment, to its employees, service users and visitors. It is the policy of the University not to allow smoking on University premises other than in specifically designated areas.

Person Specification

Requirements The post holder must be able to demonstrate:	Essential or Desirable	Measured By A) Application Form B) Interview C) Presentation
Qualifications: <ul style="list-style-type: none"> • Educated to a good standard to include A-Levels or equivalent, with qualifications in English and Maths • Undergraduate degree level or equivalent • Evidence of training and continuous professional development 	E D D	A A A

<p>Experience</p> <ul style="list-style-type: none"> • Experience of building professional working relationships with a diverse range of stakeholders and partners, individuals and groups • Experience of actively contributing to marketing projects, and their success • A track record of understanding customer needs and working to translate them into marketing activities • Experience of using online tools and researching data to produce reports for marketing use • Experience of writing and producing email marketing • Proven ability to write copy and create content for different types of media e.g. online and offline • Ability to prioritise work and meet deadlines 	<p>E E D E E E E</p>	<p>B A,B B A,B A,B,C A,B,C B</p>
<p>Skills and Abilities</p> <ul style="list-style-type: none"> • Ability to create content using Canva, InDesign or similar • Experience of filming videos and use of editing software • Experience of working with brand guidelines to produce material that is on-brand and tone-of-voice appropriate • Very good IT skills • Excellent communication skills, both verbal and written • Have a flexible, adaptable approach and the ability to work as part of a team in a busy and demanding environment 	<p>D D E E E E</p>	<p>A,B A,B A,B A,B A,B B</p>

Application Procedure

If you are interested in applying for this role, please send:

- University [Application Form](#) together with the [Equal Opportunities Monitoring Form](#) available on the University website www.rau.ac.uk) – you may attach your up to date CV if you wish to add additional information.
- Details of two referees who must be people who can comment authoritatively on you as a person and as an employee in relation to the level of the post, and must include your current or most recent employer or their representative.
- Please forward to the HR Team, Royal Agricultural University, Cirencester, Gloucestershire, GL7 6JS or via email to jobs@rau.ac.uk stating where you saw the advert for the role
- **Closing date:** 29 May 2023 with **Interviews on:** 6 June 2023.
- Should you be selected for interview please be aware that we are unable to reimburse interview expenses.

The RAU is an equal opportunities employer and we particularly welcome applications from black and minority ethnic candidates as they are underrepresented within the RAU at this level.