Job Description

Department/Section: External Relations
Location: Waterfront Building, Ipswich
Salary: Within the range £27,511 to £30,046 per annum pro rata
Grade: Grade 6; points 23 to 26
Contract status: Permanent
Hours of work: 0.4fte (15 hours per week)
Pension: USS
Annual leave: 25 days plus Bank Holidays
Responsible to: Director of External Relations
Reports on a day-to-day basis to: Marketing Manager

Purpose of the Job

The main purpose of the job is:
1) To play a key role in helping to raise the profile and awareness of the University through the implementation and coordination of a range of marketing, communications and recruitment activity, with particular responsibility for managing the University’s flagship publications, including the suite of prospectuses.
2) To support the Marketing Manager in the implementation, development and monitoring of the University brand, overseeing its continual evolution and having design and editorial oversight.
3) To be versatile and willing to get involved with all areas of marketing and communications including corporate events, alumni and development, and community engagement.

About the Directorate

The role of the External Relations Directorate is to recruit students, raise awareness of the University, and develop its profile on the national and international stage. The Directorate is currently made up of a range of teams who are responsible for the areas of marketing and communications, publications and brand management, advertising and promotional campaigns, press and PR, website development and maintenance, corporate events, market research, student recruitment (UK/EU and international), schools liaison and open days, admissions, and community engagement.

The Role

The role of Marketing Officer (Brand and Publications) sits within the Marketing and Communications team.

Duties of the post

1. Be responsible for implementing, monitoring and advising on the University brand, and assisting the Head of Marketing and Communications with the development of the brand.
2. Manage the production of all University corporate publications, in particular the prospectuses, including; coordinating photo shoots and developing and maintaining the photo library, copywriting and proof reading, and administrative support. This also requires overseeing tender processes, related budgets and production schedules.
3. Oversee the design requests received, allocate to the appropriate designer, and liaise with printers as required about the print management process.
4. Work with the Marketing Assistant and Graphic Designer to support internal and external communications and campaigns with the production of both digital assets and printed materials.
5. Liaise with external marketing and design agencies to produce marketing and promotional materials, such as display stands, additional print, and giveaways.

6. Coordinate the production of all associated materials for the University Graduation ceremonies and across the Learning Network where required.

7. Assist with marketing and communications campaigns, recruitment and conversion activity for the UK, EU and International markets.

8. Work closely with the Marketing Manager, and the Digital and Web Content Officer, in relation to the management and development of the University website content ensuring all content is maintained, up-to-date and accurate, and identifying future improvements.

9. Develop and maintain excellent working relationships with colleagues across the institution, particularly with Admissions, the Infozone, Student Recruitment and Student Services.

10. Advise and work with the academic Schools on the production of specific marketing materials or recruitment activity.

11. Work with the Students' Union and colleagues across the institution to develop and improve student communications.

12. Represent the University at external recruitment events as and when required, including HE Fairs and schools events.

13. Provide support for internal events as required, such as open events, PR events and summer schools.

14. Any other duties as may be assigned from time to time by the Head of Marketing and Communications or their nominee.

These duties are a guide to the work that the post holder will initially be required to undertake. They may be changed from time to time to meet changing circumstances and do not form part of the contract of employment.
### Selection Criteria
Candidates will be assessed against the following essential/desirable attributes:

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<th>Essential</th>
<th>Desirable</th>
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<tr>
<td><strong>Education and Qualifications</strong></td>
<td>o A degree or equivalent level qualification</td>
<td>o Professional marketing/communications qualification</td>
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<td><strong>Knowledge and Experience</strong></td>
<td>o Experience of working in a marketing/communications environment</td>
<td>o Experience of working in higher education</td>
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<td>o Knowledge of various aspects of marketing</td>
<td>o Experience of using content management systems and developing websites</td>
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<td>o Experience of being involved with the production of publications e.g. writing text and copywriting</td>
<td>o Experience of helping to organise events</td>
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<td>o Knowledge of Word and other Microsoft packages</td>
<td>o Experience of working in student recruitment</td>
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<td>o Previous project management experience</td>
<td>o Experience of press and media relations</td>
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<td>o Knowledge of brand management</td>
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<td>o Experience of developing and managing promotional campaigns</td>
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<td><strong>Skills</strong></td>
<td>o Excellent written and verbal communication skills</td>
<td>o Creative flair</td>
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<td>o Excellent organisational and interpersonal skills</td>
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<td>o Ability to establish and maintain good working relationships with a wide range of people</td>
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<td>o Ability to work as part of a team</td>
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<td>o Ability to work on own initiative and to deadlines</td>
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<td><strong>Attitude</strong></td>
<td>o An enthusiastic, committed and proactive approach to work</td>
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<td>o Willingness to work outside normal office hours and spend occasional periods away from home (overnights) if and when required</td>
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<td>o An understanding of and commitment to Equal Opportunities, and the ability to promote this in the day to day work of the post</td>
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<td><strong>Specific Considerations</strong></td>
<td>o Ability to satisfy a Disclosure &amp; Barring Service check</td>
<td>o Possession of a full, clean UK-valid driving licence</td>
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Closing date: Friday 27 March 2020

Interview date: Wednesday 8 April 2020

INFORMAL ENQUIRIES ABOUT THIS POST
Please contact Simon Smith, Marketing Manager, on 01473 338008 or email simon.smith1@uos.ac.uk

APPOINTMENT TERMS
This post is offered on a part time (job share), permanent basis at Grade 6. The salary range is £27,511 to £30,046 per annum pro rata.

Equality, Diversity and Inclusivity
The University of Suffolk is a diverse and vibrant community and is committed to providing equality of opportunity to all staff and students. Our approach is inclusive; valuing the contribution of every member of the institution and the communities we serve.

As users of the Disability Confident scheme, we guarantee to interview all applicants who declare a disability and who meet the minimum essential criteria for the vacancy.

FLEXIBLE WORKING
We consider flexible working requests for all our vacancies. e.g. adjustments to the working location, hours, time, or working on job share basis.

We are a Top 30 Employer for Working Families 2016 and 2017 but we recognise that flexible working is not just for parents and carers. Our inclusive Flexible Working policy is open to all our staff and designed to support our people achieve a positive work-life balance, regardless of their personal circumstances.

NO SMOKING POLICY
A no smoking policy, including vaping, operates at all University of Suffolk premises.

APPLICATIONS
Please see below for specific instructions on how to apply. Please note that applicants who fail to return all the documents asked for may be discounted.

To apply for this post:

- All forms and information, including our Guidance notes on how to apply and the Privacy Notice for Candidates, can be found on our website http://www.uos.ac.uk/jobs
- Complete the Application Cover Sheet and include details of any flexible working request you are making
- Complete the monitoring form
- Attach a curriculum vitae and a letter of application setting out clearly how you meet the essential and desirable criteria for this post
- Return them as Word (.doc) attachments by e-mail to: jobs@uos.ac.uk please put the post title and reference number in the subject box of your email.
- If you are unable to email your documents, you may post them to