



Job Description & Person Specification (01-BDU-1150-S0643)

Post title: Graduate Commercial Sales and Marketing Associate	Post No:
School or Department: Knowledge Exchange (Commercial Services)	Date created: February 2021
Grade: £23,500 p/a (Grade E)	Hours per week: 37
Fixed term end date (if applicable): September 2022	
Other requirements of the role: n/a	
Immediate line manager: Head of Commercial Services	
Title & Grade of posts line managed by postholder:	

Job purpose: To assist the development and implementation of innovative sales and marketing related to NTU's portfolio of commercial activity, working across all the Schools to ensure delivery of agreed marketing priorities.

Principal duties and responsibilities: The role will encompass all of the following, but the balance of duties and responsibilities will be determined in discussion with the post holder's line manager and in consultation with School commercial managers.

Principal Duties

- Contribute to and assist the delivery of activities in the School commercial marketing plans aligned to income targets and commercial ambitions.
- Ensure that all activities are delivered on time.
- Assist the School commercial teams in the development and delivery of content to support campaigns across a range of commercial marketing activity (e.g. print, web, digital, social media, events, branding) ensuring the content is timely, engaging, inclusive, branded correctly and relevant to the target market to support annual marketing plans.
- Assist the School commercial teams in the delivery of a communications through the effective use of the CRM, direct mail, social media and events, making sure they conform to NTU brand guidelines.
- Supporting the online and in person sales and booking processes for commercial activities, providing customers with a gold-standard experience and building trust between them and NTU.
- Undertake market research, benchmarking NTU's commercial services with our competitors.
- Explore opportunities for cross-selling products and services.
- Develop databases on potential clients to target, in line with GDPR rules.
- Assist with the evaluation of activities ensuring maximum efficiency of the marketing budget.
- Develop and maintain trust based working relationships with colleagues across the University which enhance the reputation of the commercial team amongst internal and external stakeholders and which garner support.

The post holder will be required to support the delivery of Marketing campaigns and activity, which may fall outside of core working hours i.e. evenings and weekends. These may include open days, focus groups, short courses and other events aimed at the public and professionals.

Representing the function to the wider University and NTU externally on matters relating to the role:

- Establishes confidence and respect for the function, arising project work and personally for the Graduate.
- Acts as a positive ambassador and advocate of the Graduate Development Programme.
- Undertakes additional required work, tasks, projects and development opportunities alongside the Graduate role in conjunction with other Graduates participating in the Development Programme.

N.B. The post-holder may be required to undertake any other duties which may reasonably be required as within the nature of the duties and responsibilities of the post as defined, subject to the proviso that normally any changes of a permanent nature shall be incorporated into the job description in specific terms.

Personal Attributes

Attributes	Essential	Desirable
Knowledge	<p>Knowledge of current marketing theory and practice in relation to sales and marketing communications</p> <p>Knowledge and experience of sales and marketing communications, web, new media (including digital and social media forms) and advertising</p>	
Skills	<p>Excellent interpersonal skills, with strong communication skills (written and verbal)</p> <p>Writing skills for print and online materials</p> <p>Able to work effectively as a team member with a willingness to roll up sleeves and deliver hands-on help as part of a team</p> <p>Have initiative and enthusiasm, and the ability to successfully multi-task</p> <p>Good IT skills including Microsoft Office</p> <p>Ability to interpret numeric data and demonstrate investigative research and analytical skills.</p> <p>An ability to provide a customer-focused service to a range of customers</p>	
Experience	Experience of designing marketing plans	
Qualifications	NTU Graduate degree of 2:1 or above within the last two years	Relevant work experience

Competencies

Essential Competencies	Desirable Competencies
<p>Team Working (Level 2) Contributes to team development, seeking and testing improvements to the team's outputs/service.</p> <p>External Customer Focus and Insight (Level 4) Anticipates needs of customers, seeking evidence of demand from market(s). Translates external demand to internal stakeholders.</p> <p>Adaptability (Level 2) Responds positively to change, supporting others in managing transition and being flexible in approaches to job role. Is aware of own strengths and areas for development. Seeks feedback on own work.</p> <p>Making Informed Decisions (Level 1) Is aware of the data/information/research available to inform and develop areas of work. Keeps up to date with information and its quality in order to make judgements.</p> <p>Organisation and Delivery (Level 2) Plans time taking account of organisational priorities and other colleagues' work roles to achieve results.</p> <p>Leading and Coaching (Level 1) Displays high personal standards, gives and receives feedback and ensures that colleagues are aware of their roles and responsibilities.</p> <p>Internal Relationship Management (Level 2) Works to identify customer needs. Seeks feedback and develops service delivery accordingly. Influences and develops ideas to enhance customer satisfaction.</p>	

Job Description and Person Specification created by (post title): Head of Commercial Services