

Job Description

Post title: Graduate Marketing Assistant	Post No:
Organisation Unit: CAMS	Date compiled: Nov 2019
Salary: £23,500 p.a.	Hours per week: 37 Weeks per year: 52
If fixed term, state duration: From August 2020 to September 2021	
Immediate line manager: Marketing Officer - Postgraduate	
Designation and grade of any staff supervised by the postholder: N/A	
Job purpose:	
Responsible for supporting the co-ordination and effective delivery of marketing and communication plans to achieve the University's objectives in relation to postgraduate student recruitment. Working within a central marketing team and with key stakeholders across NTU, to agreed parameters of cost, timescales and quality standards.	
Principal duties and responsibilities:	
<ul style="list-style-type: none"> • Contribute to the development and delivery of marketing plans to achieve the University's objectives for marketing, communications and student recruitment. • Assist with the development of collateral to attract students, including copywriting, working closely with the University's design team and external agencies where applicable. • Assist with the implementation of social media and digital marketing initiatives to maintain and develop an online presence through a range of media formats. Make recommendations for the use of digital channels to students and key audiences. • Review and update the website content to ensure it is correct and relevant for a campaign's audience. • Review information about studying at NTU on internal and key external websites, and co-ordinate with stakeholders across the University to ensure it is up to date and accurate. • Assist with the development and implementation of agreed CRM plans to target prospective students throughout the recruitment cycle. Review and evaluate effectiveness of activity to shape the development of future plans. • Assist with the delivery and implementation of an agreed marketing plan to raise awareness and generate interest in studying at NTU. • Support the planning and delivery of recruitment events for prospective students, across NTU's campuses and externally. Represent the University at student recruitment events where required. • Regularly review and analyse activity to evaluate effectiveness, ensure best use of budget and ensure an innovative approach to marketing and communications. Report findings to key stakeholders and make recommendations for future developments. 	

Representing the department to the wider university and NTU externally on matters relating to the role:

- Establishes confidence and respect for the overall department function, the role's project work and personally
- Acts as a positive ambassador and advocate of the Graduate Development Programme
- Undertakes additional required work, tasks, project and development opportunities alongside your Graduate role in conjunction with other Graduates participating in the Development Programme
- Be digitally curious, willing to identify and utilise different technologies when necessary

This position is only open to Graduates of Nottingham Trent University with a degree of 2:1 or above, who have graduated within the last 2 years.

Special requirements:

All staff are expected to comply with the University's Health and Safety and Equal Opportunities policies in the performance of their duties.

N.B.

The post holder will be required to support the delivery of events which may fall outside of core working hours i.e. evenings and weekends. This includes (but is not limited to) Open Days, Graduation, Enrolment, Confirmation and Clearing, Commercial/Research Events, Student Events, External Events.

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. This includes (but is not limited to) telephone campaigns, recruitment activity, recruitment fairs.

The post holder may be required to be available on-call to cover specified out of hours duties or in an emergency situation.

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.

Job description drawn up by	Marketing and Communications	Nov 2019
Approved for department by	Human Resources	Nov 2019

<http://www.ntu.ac.uk/humanresources/>