



## Job Description & Person Specification

<b>Post title:</b> Graduate Marketing Coordinator	<b>Post No:</b>
<b>School or Department:</b> CAMS	<b>Date created:</b> January 2021
<b>Grade:</b> £23,500 (Grade E)	<b>Hours per week:</b> 37
<b>Fixed term end date</b> (if applicable): September 2022	
<b>Other requirements of the role:</b>	
<b>Immediate line manager:</b> Senior Student Recruitment Marketing Manager	
<b>Title &amp; Grade of posts line managed by postholder:</b> 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 student recruitment and reputation.

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:

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:

- Contribute to the development and delivery of 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 reach students and key audiences.
- Review and update the website content to ensure it is correct and relevant for the 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 undergraduate and postgraduate level 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 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.

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.

**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
<b>Knowledge</b>	Able to demonstrate a good working knowledge of Microsoft Office (including Office 365) products and other digital/social platforms	Understanding of current marketing theory and practice, including e-marketing and social media.
<b>Skills</b>	<p>Excellent communication skills (both verbal and written) at all levels</p> <p>Meeting stakeholder/client expectations through excellent customer focus and a solution driven approach</p> <p>Strong organisational skills with attention to detail</p> <p>Ability to influence others through persuasion and negotiation</p> <p>Ability to prioritise workload, exercise judgment, and meet set deadlines</p> <p>Ability to network effectively and work collaboratively with other staff within post department and University-wide</p> <p>Analytical and decision-making skills with a clear and logical approach to work.</p>	Ability to work proactively without supervision, exercising judgement and initiative as necessary.
<b>Experience</b>	<p>Experience of delivering and analysing reports/information</p> <p>Working independently and within a team and dealing with unforeseen issues in ever changing circumstances</p> <p>Use a solutions-driven approach when dealing with unforeseen circumstances</p> <p>Exposure to preparing and presenting information in the form of updates or options for discussion</p> <p>Experience of managing a diverse workload</p>	<p>Communicating with professional and managerial staff</p> <p>Experience of planning and organising events: meetings, conferences or seminars</p>
<b>Qualifications</b>	NTU Graduate degree of 2:1 or above within the last two years	

## Competencies

Essential Competencies	Desirable Competencies
<p><b>Team Working (Level 2)</b> Leads aspects of team work, seeking and implementing improvements to the team's outputs/service and developing colleagues within the team. Challenges colleagues.</p> <p><b>Customer Focus (Level 2)</b> Works to identify customer needs. Seeks feedback and develops service delivery accordingly. Influences and develops ideas to enhance customer satisfaction.</p> <p><b>Communicating and Influencing (Level 2)</b> Communicates information effectively to a wide range of diverse stakeholders, influencing events.</p> <p><b>Making informed decisions (Level 2)</b> Uses analysis, reports and data to test the validity of options and assess the risk before taking decisions. Ensures optimum decisions are taken.</p> <p><b>Organisation and Delivery (Level 2)</b> Plans time taking account of organisational priorities and other colleagues' work roles to achieve results.</p>	<p><b>Adaptability (Level 1)</b> Willingly takes on new tasks/adopts new approaches as required as appropriate to job role. Participates in appraisal process and takes responsibility for keeping professional skills and knowledge up to date.</p> <p><b>Creativity and innovation (Level 1)</b> Seeks out, reviews and integrates new ways of working into role.</p>

[N.B All competencies should be drawn from the NTU Competency Framework which can be found [here](#)]

**Job Description and Person Specification created by (post title):** Head of Student Recruitment Marketing

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