

Job Description

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| Post title: Graduate Marketing Assistant | Post No: |
| Organisation Unit: Marketing | Date compiled: Dec 2018 |
| Salary: £23,500 p.a. | Hours per week: 37 Weeks per year: 52 |
| If fixed term, state duration: From August 2019 to August 2020 | |
| Immediate line manager: TBC | |
| Designation and grade of any staff supervised by the postholder: | |
| Not applicable | |
| Job purpose: | |
| Responsible for supporting the co-ordination and effective delivery of marketing and communication plans to achieve the University's objectives marketing, communications and 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

Other:

To carry out other duties as and when required

Special requirements:

To work flexibly as required. Some weekend working will be required.

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.

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 postholder 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.

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| Job description drawn up by | Marketing and Communications | Dec 2018 |
| Approved for department by | Human Resources | Dec 2018 |

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