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**Professional Services**

**Marketing and Communications**

**Faculty Marketing Coordinator x3**

**ZZ005360-1**

**Information for Candidates**

**THE POST**

Please see the attached job description and person specification.

**THE TERMS OF APPOINTMENT**

Full-time

Permanent

Salary is in the range £30,942 - £34,804 per annum and progress to the top of the scale is by annual increments payable on 1st April each year. Salary is paid into a bank or building society monthly in arrears.

The full-time standard University hours are 37 per week which are normally from 8.30 a.m. to 5.15 p.m. Monday to Thursday and 8.30 a.m. to 4.15 p.m. Friday with one hour and ten minutes for lunch.  Specific times may vary according to the Department concerned. If the position is part-time, the hours and days worked will either be as stated in the advert or discussed at interview/appointment. Overtime is not normally payable but time off in lieu may be given.

Annual leave entitlement is 32 working days in a full leave year. If you work less than 37 hours per week, your leave will be calculated on a pro-rata basis. The leave year commences on 1 October and staff starting and leaving during that period accrue leave on a pro-rata basis. In addition, the University is normally closed from Christmas Eve until New Year’s Day inclusive and on bank holidays.

The Appointee will be entitled to join the Local Government Pension Scheme. The scheme's provisions include an index-linked pension with an option to exchange some pension for a lump sum on retirement together with dependants’ benefits. Contributions by the employee are subject to tax relief.

It is a condition of the appointment for the proper performance of the duties of the post that the appointee will take up residence at a location such that they are able to fulfil the full range of their contractual duties. This residential requirement will be expected to be fulfilled within twelve months of taking up the appointment. The University has a scheme of financial assistance towards the cost of relocation, details of which can be found on the University website:

<http://www.port.ac.uk/departments/services/humanresources/recruitmentandselection/informationforapplicants/removalandseparationguidelines>

There is a probationary period of six months during which new staff are expected to demonstrate their suitability for the post.

There is a comprehensive sickness and maternity benefits scheme.

**All interview applicants will be required to bring their passport or full birth certificate and any other 'Right to Work' information to interview where it will be copied and verified.** The successful applicant will not be able to start work until their right to work documentation has been verified.

Please note if you are the successful candidate once the verbal offer of employment has been made and accepted, references will be immediately requested. It is the University’s policy that all employment covering the past three years is referenced. A minimum of two references is required to cover this three-year period of employment or study (where there has been no employment). One of your referees must be your current or most recent employer.

The successful candidate will need to bring documentary evidence of their qualifications to Human Resources on taking up their appointment.

If the position has a requirement for Disclosure and Barring Service check (DBS) or Non-Police Personnel Vetting (NPPV), this will be stated in the advert. Further information will be provided once the selection process has been completed.

All applications must be submitted by 23:59 (UK time) on the closing date published.



**UNIVERSITY OF PORTSMOUTH – RECRUITMENT PAPERWORK**

1. **JOB DESCRIPTION**

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| **Job Title:** | Faculty Marketing Coordinator |
| **Grade:** | 6 |
| **Faculty/Centre:** | Professional Services |
| **Department/Service:**  **Location:** | Marketing and Communications  Mercantile House / The Faculty |
| **Position Reference No:** | ZZ005360-1 |
| **Responsible to:** | Head of Marketing and Campaigns |
| **Responsible for:** | NA |
| **Effective date of job description:** | May 2021 |

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| **Context:** |
| The Marketing, Advancement and Communications Department offers a complete in-house service to promote the University to its various stakeholders. The department’s services cover a wide range of marketing communications disciplines, dealing with brand management, internal and external communications, marketing strategy, digital marketing and web strategy, press and public relations, recruitment, community outreach and market research.  **The role of the Marketing & Campaigns team** is to lead on the development and implementation of campaign strategies and marketing initiatives to support the delivery of the University strategy.  Working with Faculties, Professional Services and business units to provide both strategic and operational advice to develop, implement and manage recruitment campaigns. Campaigns that encourage engagement, deliver meaningful communications and ensure a best in class, collaborative approach to all marketing activity, ultimately supporting student recruitment. |

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| **Purpose of Job:** |
| Supporting the University strategy through the planning and day to day delivery of marketing campaigns and related projects, focusing on the assigned faculty but working as part of a wider team to support priorities across all Faculties as needed. Taking a data led, user centric approach to campaign and project delivery, ensuring collaboration with relevant stakeholders and partners, internally and externally to the University.  In consultation with the Head of Marketing and Campaigns, devise, coordinate and deliver against an annual marketing plan consistent with the strategic objectives of the faculty and the University. The objective being to raise awareness of the Faculty and the programmes it offers at undergraduate and postgraduate level, with UK, EU and international audiences, to support and grow our reputation and student recruitment numbers. |

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| **Key responsibilities:** |
| 1. Work with the Head of Marketing and Campaigns to develop and deliver an annual marketing plan consistent with the strategic objectives of the faculty, to agreed budgets and timescales. 2. Use excellent project management and organisational skills to plan and implement on-brand, multi-channel marketing campaigns for the Faculty. Including social, digital, print, out of home and experiential activities. 3. Generate ideas and develop creative campaign content and activities, including but not limited to: video, interactive activities, case studies, blogs and events. Coordinate use across all relevant channels. 4. Support the development of conversion journeys by providing Faculty specific content for emails and other relevant activities. Maximise opportunities within faculty to provide personalisation through the University CRM. 5. Work with the Social Media Coordinator to maintain and develop the Faculty’s presence and engagement with key audiences on social media. 6. Ensure all activity is tracked and carry out analysis to understand performance against targets. Provide reporting to relevant stakeholders that includes insights and recommendations for further developments. 7. Liaise with the Faculty and Corporate Communications team to carry out the development and fulfilment of marketing collateral, including the University prospectus. This will include writing and editing marketing copy, and coordinating content and sign off. 8. Build relationships across the Faculty, facilitating marketing requests and providing advice on digital, print and experiential tactics. Ensure ideas are deliverable, based on user needs and coordinated with wider marketing activity. 9. Support the creation and delivery of large-scale student recruitment events both virtually and on campus. Events include Open Days, Applicant Experience Days and Open Evenings. 10. Work with the faculty Web Development and Communications Editors to develop and optimise course and other relevant web pages. Ensure integration with wider campaign activity. 11. Represent the faculty at relevant meetings across the University and participate in marketing related projects. Clearly communicate marketing activities and future plans. 12. Work across all Faculties delivering priority projects and supporting with cover as and when required. |
| **Additional expectations:**   * To participate in performance & development review (PDR), ensuring that work produced is in line with the Faculty/University aims.      * To comply with the University's Health and Safety Policy and pay due care to own safety and the safety of others. Report all accidents, near misses and unsafe circumstances to line management. * To support the University's commitment to equality, diversity, respect and dignity, creating an environment in which individuals will be treated on the basis of their merits, abilities and potential, regardless of gender, racial or national origin, disability, religion or belief, sexual orientation, age or family circumstances. * Any other duties as required to meet the needs of the Faculty. |

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| **Working Relationships:** |
| 1. Head of Marketing and Campaigns 2. Faculty Manager and Associate Dean for Students 3. Marketing and Campaigns Team 4. Colleagues within Marketing and Communications 5. Colleagues within the Faculty 6. Colleagues within Professional Services 7. Senior members of the University and Faculty, academic and non-academic 8. Student Ambassadors |

1. **PERSON SPECIFICATION**

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| **No** | **Attributes** | **Rating** | **Source** |
| **1.** | **Specific Knowledge & Experience** | | |
|  | Experience of developing and delivering multi-channel marketing plans for an organisation comparable to the University. | E | AF, S |
|  | Experience of implementing and managing innovative, on-brand, multi-channel marketing campaigns, with a focus on digital marketing. | E | AF, S |
|  | Experience of working with CRM (ideally Salesforce), marketing automation and personalisation to write and send email marketing campaigns. | E | AF, S |
|  | Experience of using social media in a business capacity, for an organisation comparable to the University. | E | AF, S |
|  | Experience of creating marketing content, including video, interactive activities, case studies, blogs, web pages, aligned to a specific target audience. | E | AF, S |
|  | Experience of working with a creative team to produce marketing collateral, including an understanding of the design and approvals process. | E | AF, S |
|  | Experience of fulfilment and data cleansing/preparation. | E | AF, S |
|  | In-depth knowledge of digital advertising tactics, including Google AdWords remarketing, smart display, programmatic, and related digital tactics. | E | AF, S |
|  | Experience of using data analysis tools (ideally Google analytics), A/B and user experience testing to evaluate performance, generate insights and create stakeholder reports. | E | AF, S |
|  | Experience of writing comprehensive reports, proposals, communications and marketing plans to support the planning and delivery of work. | E | AF, S |
|  | Experience of providing marketing and communications advice to stakeholders and colleagues, to deliver best practice and support organisational objectives. | E | AF, S |
|  | Experience of supporting large-scale marketing events, virtually and in person. | E | AF, S |
|  | Line management or supervisory experience. | D | AF, S |
|  | Experience of working in a Public Sector organisation | D | AF, S |
| **2.** | **Skills & Abilities** | | |
|  | Proactive communication skills and experience of working effectively across multiple stakeholder groups, to deliver marketing and campaigns. | E | AF, S |
|  | Excellent organisational and project management skills, with experience of successfully managing multiple projects and areas of work. | E | AF, S |
|  | Strong and confident presentation and public speaking skills at all levels, to facilitate understanding and support for activities. | E | AF, S |
|  | Creativity in identifying achievable marketing solutions, that maximise ROI. | E | AF, S |
|  | IT literate in the use of databases, Microsoft Office and equivalent software. | E | AF, S |
| **3.** | **Qualifications, Education & Training** | | |
|  | GCSE English & Maths or equivalent. | E | AF, S |
|  | A Level education. | E | AF, S |
|  | Degree level qualification or equivalent level professional qualification. | E | AF, S |
|  | Recognised marketing qualification, such as CIM. | D | AF, S |
|  | Clean driving licence. | D | AF, S |
| **4*.*** | **Other Requirements** | | |
|  | Absolute commitment to excellent customer service and to successfully achieving the end goal. | E | AF, S |
|  | Flexible approach to undertake some unsocial hours/weekend work. | E | AF, S |
|  | Proactive, patient and tactful. | E | AF, S |
|  | Excellent team player. | E | AF, S |

**Legend**

Rating of attribute: E = essential; D = desirable

Source of evidence: AF = Application Form; S = Selection Programme (including Interview, Test, Presentation)

1. **JOB HAZARD IDENTIFICATION FORM**

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| **Please tick box(s) if any of the below are likely to be encountered in this role. This is in order to identify potential job related hazards and minimise associated health effects as far as possible. Please use the** [**Job Hazard Information**](http://www.port.ac.uk/departments/services/humanresources/occupationalhealthservice/jobhazardinformation/filetodownload,164407,en.doc) **document in order to do this and give details in the free text space provided.** | | | |
| 1. International travel/Fieldwork |  | 13. Substances to which COSHH regulations apply (including microorganisms, animal allergens, wood dust, chemicals, skin sensitizers and irritants, welding fume) |  |
| 1. Manual Handling (of loads/people) | X | 14. Working at height |  |
| 1. Human tissue/body fluids (e.g. Healthcare settings, First Aiders, Nursery workers, Laboratory workers) |  | 15. Working with sewage, drains, river or canal water |  |
| 1. Genetically Modified Organisms |  | 16. Confined spaces |  |
| 1. Noise > 80 DbA |  | 17. Vibrating tools |  |
| 1. Night Working   (between 2200 hrs and 0600 hrs) |  | 18. Diving |  |
| 1. Display screen equipment | X | 19. Compressed gases |  |
| 1. Repetitive tasks (e.g. pipette use etc) |  | 20. Small print/colour coding |  |
| 1. Ionising radiation/non-ionising radiation/lasers/UV radiation | | 21. Soil/bio-aerosols |  |
| 10. Asbestos and or lead | | 22. Nanomaterials | |
| 11. Driving on University business: mini- bus (over 9 seats), van, bus, forklift truck, drones only) | | 23. Workplace stressors (e.g. workload, relationships, job role etc) | |
| 12. Food handling | | 24. Other (please specify) | |

**Completed by Line Manager/Supervisor:**

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| **Name (block capitals)** | SOPHIE DEAR |
| **Date** | 21.05.2021 |
| **Extension number** | 07702 959816 |

Managers should use this form and the information contained in it during induction of new staff to identify any training needs or requirement for referral to Occupational Health (OH).

Should any of this associated information be unavailable please contact OH (Tel: 023 9284 3187) so that appropriate advice can be given.