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**Professional Services**

**Marketing and Communications**

**Faculty Marketing Coordinator – Creative and Cultural Industries**

**ZZ005362**

**Information for Candidates**

**THE POST**

Please see the attached job description and person specification.

**THE TERMS OF APPOINTMENT**

Part time

Fixed term

Salary is in the range £15,197 - £17,094 (£30,395 - £34,189 x 0.5 fte) 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.

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.

To comply with UKVI legislation, non-EEA candidates are only eligible to apply for this post if it has been advertised for a total of 28 days.

If the position has a requirement for Disclosure and Barring Service check (DBS), this will be stated in the advert. The DBS Application Form 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 - Creative and Cultural Industries |
| **Grade:** | 6 |
| **Department/Service:**  **Location:** | Marketing and Communications Department  Mercantile House and the Faculty |
| **Position Reference No:** | ZZ005362 |
| **Cost Centre:** | 47462 |
| **Responsible to:** | Head of Marketing and Campaigns |
| **Responsible for:** | NA |
| **Effective date of job description:** | December 2018 |

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| **Context:** |
| The Marketing 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 Campaigns and Marketing 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 both recruitment and alumni campaigns. Campaigns that encourage engagement, deliver meaningful communications and ensure a best in class, collaborative approach to all marketing activity that ultimately supports the recruitment of new students. |

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| **Purpose of Job:** |
| Supporting the University strategy through the planning, and day-to-day delivery of the Faculty marketing campaigns, materials, activities and related projects. Taking a data led, user centric approach to campaign and project delivery, ensuring collaboration with the relevant stakeholders and partners, internally and externally to the University.  In consultation with the Marketing Strategy Manager, 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 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 Marketing Account Coordinator and Marketing Strategy Manager to develop and deliver the Annual Marketing Plan consistent with the strategic objectives of the Faculty. 2. Using excellent project management and organisational skills, implement and execute the day to day management of on-brand, multi-channel marketing campaigns for the Faculty, that include social, digital, print, out of home and experiential activities. Utilise marketing automation to deliver personalisation within the campaigns. 3. Liaise with internal Faculty colleagues and the University's to carry out the development and fulfilment of faculty marketing collateral. This will include editing and producing marketing copy as requested, as well as coordinating copy collation, approvals and preparation for design. 4. Contribute to the provision of marketing and communications advice to the Faculty, through suggestions of both digital, print and experiential tactics. Ensuring ideas are relevant, deliverable and based on user needs. 5. Take a proactive approach to communication to ensure resources are coordinated and Faculty campaigns are delivered in a timely and effective manner and quality and regulatory standards are met. 6. Work with the Social Media Coordinator to maintain and develop the Faculty’s presence and engagement with key audiences on social media. 7. Generate ideas for creative, relevant campaign content and messaging, facilitating its creation for use across multiple channels. 8. Support the delivery of large scale student recruitment events, such as the University of Portsmouth Open Days and Applicant Open Days, Taster Events. 9. Work with central marketing colleagues to develop and deliver focused strategies and initiatives to address identified areas of recruitment weakness and draw on existing marketing strengths. 10. Ensure all elements of the campaign are tracked and appropriate measurements are in place to carry out the ongoing analysis of campaign activity. This will include A/B, user experience testing and data analysis to understand performance against targets. Make recommendations for further developments and create accurate, relevant reports and analysis as required. 11. Provide advice to, and commission work from, the Faculty Web and Communications Officer with a view to supporting and developing the faculty web pages and work with the digital team to develop proposals as necessary. 12. Input to and manage relevant marketing related projects of varying scale, including CRM. Supporting requirements gathering, set-up, testing, training and ongoing use. 13. To be the marketing representative for the Faculty Marketing and Recruitment group to review and make recommendations with regard to student applications and conversion from a marketing perspective. 14. Be responsible for ensuring that the marketing operational plan is delivered to agreed budgets and timescales. |
| **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. Marketing Campaigns Team 3. Colleagues within Marketing and Communications 4. Senior members of the university and Faculty, academic and non-academic 5. Student Marketing Assistant |

**2. PERSON SPECIFICATION**

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| **No** | **Attributes** | **Rating** | **Source** |
| ***1.*** | ***Specific Knowledge & Experience*** | | |
|  | Experience of developing and delivering multi-channel marketing plans. | 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 marketing automation and personalisation in marketing campaigns. | E | AF, S |
|  | Experience of using social media in a business capacity, for an organisation comparable to the University. | E | AF, S |
|  | Aptitude for content creation and the development of marketing messages, aligned to a specific target audience. | E | AF, S |
|  | In-depth knowledge of Google AdWords remarketing, smart display, programmatic, and related digital tactics. | E | AF, S |
|  | Experience of setting up campaign tracking using Google analytics and other related tracking software. | E | AF, S |
|  | Experience of A/B testing, user experience testing and data analysis, insight generation and analytical report writing. | E | AF, S |
|  | Experience of digital campaign and marketing automation tools to create landing pages, send emails/sms and related campaign activity. | 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 fulfilment and data cleansing/preparation. | E | AF, S |
|  | Experience of providing marketing and communications advice to clients, to deliver best practice and support organisational objectives. | E | AF, S |
|  | Experience of successful working relationships with external agencies and internal stakeholders to deliver marketing and campaigns. | E | AF, S |
|  | Line management or supervisory experience. | E | AF, S |
|  | Experience of supporting large-scale marketing events. | 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. | 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 Test, Presentation)

**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) | |

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**Completed by Line Manager/Supervisor:**

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| **Name (block capitals)** | SOPHIE DEAR |
| **Date** | 01/08/18 |
| **Extension number** | 2747 |

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.