



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Marketing Executive, Marketing



Salary: Grade 5 (£23,067 – £26,715 p.a.)

Reference: CSMAR1038

We will consider flexible working arrangements

Marketing Executive Marketing

Are you an enthusiastic, well organised and versatile individual with a strong customer service orientation? Do you want to use your marketing knowledge and experience to successfully implement marketing plans?

This is an exciting opportunity to join a busy marketing team supporting the delivery of student recruitment activities. As a Marketing Executive, you will be based in the Faculty of Social Sciences or the Faculty of Engineering and Physical Sciences and will provide support across all areas of the marketing mix.

With experience of working in a busy marketing role, you'll be passionate about a career in marketing and have excellent written and verbal communication skills. You will be self-directing, with an enthusiastic and proactive approach and the ability to develop relationships with a wide range of stakeholders.

What do the roles entail?

As a Marketing Executive your main duties will include:

- Maintaining and developing faculty and school marketing portfolios including websites, prospectuses, brochures, digital communications, case studies photography, filming and any other marketing materials which promote student recruitment. This will also include sourcing, writing and editing content, and evaluating performance including use of web and email analytics;
- Ensuring internal and external database and directories are accurate and consistent;
- Assisting with the delivery and analysis of integrated marketing campaigns, including liaison with suppliers;
- Working collaboratively with other University departments to plan and deliver effective communications to key audiences;
- Assisting with the design, planning, organisation and delivery of events (e.g. open days, applicant days, recruitment fairs etc.);
- Undertaking market research such as intelligence gathering, competitor analysis and focus groups. Providing analysis of research to support the development of portfolio and market strategies;
- Developing and maintaining our social media activities in order to support



recruitment activities.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the posts.

What will you bring to the role?

As a Marketing Executive you will have:

- Experience of working in a busy marketing or relevant marketing-related role that involves marketing communications, including experience of delivering digital marketing campaigns;
- Excellent written communication skills (copy writing, editorial and proof reading skills) with a high level of accuracy and close attention to detail;
- Excellent IT skills with experience of web editing and working with digital content;
- The ability to organise, prioritise and plan work independently and effectively to meet strict deadlines, with attention to detail;
- Effective interpersonal, negotiation and team-working skills;
- Excellent communication skills and the ability to convey complex concepts clearly and effectively to a range of audiences;
- A proactive problem solving approach;
- The ability to work flexibly, as you will be required to support open days and events which may take place on evening and at weekends.

You may also have:

- A relevant Marketing qualification, or be studying towards qualification;
- Knowledge or experience of working in higher education.

How to apply

You can apply for both roles online; more guidance can be found on our [How to Apply](#) information page. Applications should be submitted by **23.59** (UK time) on the advertised closing date.



Contact information

To explore the post further or for any queries you may have, please contact:

Sarah Redhead, Marketing Manager

Tel: 0113 343 7241

Email: S.E.Redhead@leeds.ac.uk

Or

Magda Makarewicz, Senior Marketing Executive

Tel: 0113 343 5837

Email: M.Makarewicz@leeds.ac.uk

Additional information

About the job

You will be responsible to the Marketing Director and report to the Marketing Manager.

Working at Leeds

Find out more about the benefits of working at the University and what it is like to live and work in the Leeds area on our [Working at Leeds](#) information page.

Candidates with disabilities

Information for candidates with disabilities, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at disclosure@leeds.ac.uk.

Criminal record information

Rehabilitation of Offenders Act 1974

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.



Any offer of appointment will be, in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

