



UNIVERSITY OF LEEDS

## CANDIDATE BRIEF

Marketing Executive, Marketing



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

**Reference: CSMAR1039**

**We have 2 roles available in the Marketing Team. One permanent and one fixed term (secondment cover). Your application will be considered for both roles.**

**We will consider flexible working arrangements**

## **Marketing Executive Marketing**

**Are you an enthusiastic and motivated communications or events professional? Do you want to use your knowledge and experience to deliver communications and events to build the external profile of the University of Leeds?**

We are looking for a communications and events professional to join our busy marketing team. You will deliver multi-channel communications to build our external reputation and deliver flagship events.

You will have some communications experience, with excellent written and verbal communications skills, a keen eye for detail, creative flair and the confidence to help develop relationships and networks with students, colleagues and a wide range of stakeholders. You will act as the first point of contact with non-marketing colleagues seeking communications support, so will be a confident and professional communicator.

You will have experience of planning, promoting and delivering events. You will be self-directing, with excellent planning, organisational and administrative skills. And you will have experience of using databases to extract and update information on a regular basis.

You will also be digitally savvy, playing a key role in delivering communications via our website, social media and digital channels. You will be involved in writing copy, commissioning design, photography and marketing communications duties.

The nature of the role means that there will be a requirement for occasional weekend and evening working in the UK.

The role is part of the University Marketing Team. The primary focus will be on marketing for the Faculty of Business, working as part of the marketing team that supports business, law, social sciences and education portfolios, but this may change over time.



## What does the role entail?

As Marketing Executive your main duties will include:

- Delivering integrated communications plans via web, e-marketing, social media and printed communications;
- Planning, designing, promoting, administering and delivering flagship corporate engagement and student-facing events, including project management of all logistics and infrastructure for each event;
- Responsibility for coordinating catering, event photography, video, AV, and other event suppliers;
- Managing the daily sift of press cuttings, maintaining the website news pages and amplifying content on social media;
- Supporting the communication activity for rankings and accreditations;
- Writing, maintaining and developing a bank of case studies to support student recruitment and research and innovation marketing strategy and supporting delivery of other promotional and communication material;
- Playing a lead role in the compilation of regular marketing reports using Google Analytics and social media analytics;
- Acting as a first point of contact for non-marketing colleagues seeking event and communications support;
- Budgeting responsibility including expenditure planning and monthly reconciliations;
- Developing networks with key internal stakeholders to share best practice;
- Continually reviewing and prioritising competing demands to ensure a high level of service is provided at all times.

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 post.

## 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 marketing campaigns;
- Experience of planning and delivering events;



- Excellent written communication skills (copy writing, editorial and proof reading skills) with a high level of accuracy and close attention to detail;
- The ability to organise, prioritise and plan work independently and effectively to meet strict deadlines, with attention to detail;
- Excellent IT skills with experience of web editing and working with digital content;
- 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 occasional weekend and evening working in the UK.

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 this role 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:

**Catherine Reaney**

**Senior Marketing Manager (External Communications and Engagement)**

Tel: +44 (0)113 343 4478

Email: [c.a.reaney@leeds.ac.uk](mailto:c.a.reaney@leeds.ac.uk)



## Additional information

### A diverse workforce

The University of Leeds is proud to have been awarded the Athena Swan Bronze Award from the Equality Challenge Unit, the national body that promotes equality in the higher education sector.

### Working at Leeds

Find out more about the benefits of working at the University and what it's 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](mailto: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

