



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Marketing Assistant, Digital Education Service



Salary: Grade 4 (£19,612– £22,417 p.a.)

Reference: CSDLS1063

Fixed-term for 1 year

We will consider flexible working arrangements

Marketing Assistant Digital Education Service

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

This is an exciting opportunity to join a busy marketing team supporting the marketing of online courses at the University of Leeds. 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.

This role would ideally suit someone with some experience of working in a busy marketing or related role that involves digital marketing in an educational environment, who is seeking to develop a career in marketing. You will have excellent communication, organisational and administrative skills, with experience of manipulating and maintaining databases.

The University of Leeds is one of the largest higher education institutions in the UK, with over 33,000 students from across the world. We are a world top 100 university and are renowned globally for the quality of our teaching and research. Recently voted University of the Year 2017 by the Times and the Sunday Times Good University Guide, we are known for being a centre of excellence for teaching, research and student experience

What does the role entail?

As a Marketing Assistant your main duties will include:

- Assisting in the development of marketing across digital and non-digital channels including social media assets, writing for websites, email communications, case studies and any other marketing materials which support the recruitment of students through online learning;
- Updating and maintaining webpages for the Digital Education Service and also helping to ensure that our online courses are effectively listed and promoted through our third party delivery partners – including FutureLearn and Coursera - including selection and editing of images;



- Sourcing, editing and writing engaging content for digital marketing such as social media and adverts;
- Ensuring internal and external databases and directories are accurate and consistent;
- Helping to manage social media channels by adding and scheduling content and responding to queries;
- Undertaking market research such as intelligence gathering, competitor analysis and focus groups;
- Undertaking campaign performance monitoring using available analytics and reporting.

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 Assistant, you will have:

- Experience of working in a digital marketing or marketing role that involves marketing communications;
- Analytical skills and ability to manipulate data using a variety of applications;
- Excellent written communication skills across print and digital media (copy writing, editorial, proof reading skills and awareness of SEO) with a high level of accuracy and close attention to detail;
- Effective interpersonal, negotiation and team-working skills with the ability to develop effective working relationships;
- Excellent organisational skills with an ability to prioritise and plan your work independently;
- A proactive problem solving approach.

You may also have:

- Knowledge or experience of working in higher education;
- Knowledge or experience of marketing online courses.



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:

Poppy Williamson, Digital Marketing Manager

Tel: +44 (0)113 343 8642

Email: P.Williamson@leeds.ac.uk

Additional information

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.

