



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Senior Marketing Executive, Student Recruitment and Marketing Team



Salary: Grade 6 (£27,511 - £32,817 p.a.)

Reference: CSMAR1045

We will consider flexible working arrangements

Senior Marketing Executive Student Recruitment and Marketing Team

Are you an experienced marketing professional looking for your next role? Do you want to use your knowledge and experience to support student recruitment marketing? Are you an innovative and creative marketer able to plan and deliver exciting integrated marketing campaigns to generating interest and support conversion activity?

This is an exciting opportunity to join our busy Student Recruitment Marketing team. The role will lead on key areas of planning, design, and implementation of digital and print communications for prospective students to support student recruitment.

You will be required to be self-directing, working as part of the Student Recruitment and Marketing Team and working closely with colleagues across the University as well as external organisations. The nature of the role means that there will be a requirement for occasional weekend and/or evening work.

What does the role entail?

As a Senior Marketing Executive your main duties will include:

- Working with the Marketing Manager and wider marketing team, to contribute to the development and delivery of marketing plans for student recruitment;
- Working with the Marketing Manager, take a lead role in the planning and execution of integrated University-wide student recruitment marketing campaigns;
- Planning and delivery of marketing collateral across print and digital channels for student recruitment. Including digital campaign planning and sharing best practice with other colleagues across the wider Marketing team to deliver effective social campaigns and related digital and web content;
- Leading on the content planning for postgraduate taught student recruitment communications across all channels (print, web, social and email), evaluating and monitoring performance against objectives;
- Developing engaging and compelling content aligned to our value proposition.
- Managing University online profiles on external third party sites;
- Leading on the promotion of the University-wide postgraduate open day, including planning the event format, developing the marketing communications



plan and coordinating involvement of the wider Marketing team and stakeholders across the University;

- Identifying and developing student case studies (across digital and print assets) for use in marketing campaigns including commissioning photography and video;
- With support from Senior Marketing Event Executive lead on the planning, organisation and delivery of events for prospective students (fairs, exhibitions etc.);
- Developing networks with key internal stakeholders to provide professional marketing advice and share best practice. The post holder will also represent the University at meetings of the external Russell Group Consortium;
- Budget responsibility, including planning expenditure and monthly reconciliation;
- To undertake other duties consistent with the grading of the position.

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 Senior Marketing Executive you will have:

- Experience of working in a busy campaign led marketing role;
- Experience of developing, executing and evaluating integrated marketing campaigns including setting objectives, writing creative briefs and managing agencies;
- Experience of planning and delivering content across print, web, email and social channels with excellent copy writing, editing and proofing skills, with a strong attention to detail;
- Excellent interpersonal and negotiation skills, with the ability to develop effective working relationships with peers and senior stakeholders;
- Excellent project management and organisational skills with an ability to prioritise and plan your work and the work of others independently to meet deadlines;
- Excellent communication skills and the ability to convey complex concepts clearly and effectively to a range of audiences;
- Effective analytical skills with the ability to monitor and evaluate complex



- information, problem solve and to make recommendations for future planning;
- Ability to work effectively as part of a team, including leading projects teams as required, and on own initiative;
 - Experience of planning and managing budgets and expenditure;
 - High proficiency of Microsoft Office including Word, Excel and PowerPoint;
 - Experience of CRM systems to deliver automated email campaigns;
 - Experience of digital marketing including using social media to engage key audiences and deliver campaigns.

You may also have:

- Knowledge or experience of working in higher education;
- Knowledge of events as part of the overall marketing strategy;
- Marketing related degree or recognised marketing qualification.

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:

Diane Curwen, Marketing Manager, Student Recruitment and Marketing Team

Tel: +44 (0)113 343 9521

Email: d.l.curwen@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.

