



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Marketing Assistant, Marketing



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

Reference: CSMAR1051

We will consider flexible working arrangements

Marketing Assistant, Marketing

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 delivery of marketing activities across the Faculty of Arts, Humanities and Cultures and across the wider University marketing team as required.

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 marketing communications, who is seeking to develop a career in marketing. You will have excellent 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 digital and print marketing assets including email campaigns, presentations, banner stands, adverts, leaflets and postcards;
- Assisting with the organisation of photoshoots and film days including preparing briefs, recruiting students/staff, and managing shoots on the day;
- Updating and maintaining faculty and school websites; including selection and editing of images;



- Sourcing, editing and writing engaging content for marketing materials;
- 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;
- Compiling and maintaining a bank of case studies, images and success stories for use in marketing activities and proactively seeking opportunities to fill in any gaps and update case studies in a timely manner;
- Assisting with developing digital assets and key messages for paid for social media campaigns to support student recruitment marketing;
- Scheduling team meetings and taking minutes where required;
- Undertaking market research such as intelligence gathering, competitor analysis;
- General administrative duties to support the marketing team's work.

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 busy marketing or relevant marketing-related role that involves marketing communications;
- Excellent written communication skills across print and digital media (copy writing, editorial and proof reading skills) 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;
- Experience of managing social media channels and updating websites; including selection and editing of appropriate images;
- Experience of working with databases (e.g. Excel) and manipulation of data;
- Excellent organisational skills with an ability to prioritise and plan your work independently;
- A proactive problem solving approach;
- The ability to work flexibly, as you'll be required to support open days and



events which may take place on evening and at weekends.

You may also have:

- Knowledge or experience of working in higher education;
- Experience of using Adobe Photoshop or similar software for basic tasks such as image resizing'

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:

Anna Thompson, Senior Marketing Executive

Tel: +44 (0)113 343 8256

Email: A.Thompson1@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.

