



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Senior Marketing Executive, Marketing



Salary: Grade (£27,924 - £33,309 p.a.)

Reference: CSMAR1070

3 x 12 months fixed-term posts- cover for temporary absence.

We will consider job share and flexible working arrangements

Senior Marketing Executive Marketing

Are you an experienced marketing professional with a track record of developing and executing integrated marketing campaigns? Do you want to use your knowledge and experience to support student recruitment with innovative and creative marketing?

This is an exciting opportunity to join our busy team. The role covers the full breadth of the marketing mix and you will lead on key areas of planning, design, and implementation of marketing campaigns to support student recruitment, raising awareness and generating interest but also supporting conversion activity.

You will be required to be self-directing, working as part of the 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.

For the roles in the Arts, Humanities and Cultures (AHC) marketing team, there will be line management responsibilities.

For the role in Leeds University Business School (LUBS) and Faculty of Social Sciences (FSS), there is the possibility of overseas travel (pandemic permitting).

This vacancy is within the Marketing Service based in the named faculties. However, should the business need arise, and after full consultation with you, you may be deployed elsewhere within Marketing.

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 strategic marketing plans for student recruitment;
- Working with the Marketing Manager, take a lead role in the planning and execution of integrated student recruitment marketing campaigns (including CRM) across web, print and digital, evaluating and monitoring performance



against objectives;

- Working collaboratively with colleagues to help identify and develop opportunities for new markets, support portfolio refinement and development;
- Planning and delivery of marketing assets to deliver effective digital campaigns across all channels including social, search, email and web content;
- Managing the maintenance of course listings (internal on-line course information and external third party sites);
- Planning and delivery of marketing collateral across print and digital channels for student recruitment, including digital campaign planning and sharing best practice with colleagues across the wider Marketing team to deliver effective social campaigns and related digital and web content, including video;
- Leading the content planning for student recruitment communications across all channels (print, web, social and email), to ensure messaging is aligned with the value proposition(s) and evaluating and monitoring performance against objectives;
- Working with the Marketing Manager to take a lead role in monitoring and reporting on campaign and website performance, ensuring that the Faculty websites are aligned with the key messages and reinforce the value proposition(s);
- Supervising temps, student ambassadors, interns and Marketing Executives as required;
- Working on the design, planning, organisation and delivery of events for prospective students (open days, webinars, exhibitions etc); including events overseas for prospective students, alumni and agents where required;
- To professionally represent the University and/or Faculty at student recruitment events on and off campus, delivering exceptional customer service;
- Developing networks with key internal stakeholders to provide professional marketing advice and share best practice;
- Budgeting responsibility, including planning expenditure and monthly reconciliation.
- (For AHC) Line Management responsibility for Marketing Executive(s)
- (For LUBS, FSS) Undertaking international recruitment trips if necessary, typically up to 2 weeks per recruitment cycle.

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 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, web, email, social and print channels with excellent copy writing, editing and proofing skills, experience of video content creation and a strong attention to detail;
- Excellent interpersonal and negotiation skills, with the ability to develop effective working relationships with peers, senior stakeholders, external agencies and other departments in the University;
- 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, both written and in face-to-face communication, including delivering presentations;
- Effective analytical skills with the ability to monitor and evaluate complex information, problem solve and to make recommendations for future planning;
- A proactive and positive approach to working as part of a team, leading project teams as required, and on own initiative;
- Experience of planning and managing expenditure;
- High proficiency of Microsoft Office including Word, Excel and PowerPoint;
- Experience of digital marketing including using social media to engage key audiences and deliver campaigns.

You may also have:

- A marketing degree or recognised marketing qualification;
- Knowledge or experience of working in higher education;
- Knowledge or experience of content management systems;
- Experience of CRM systems to deliver automated email campaigns;
- Line management experience.



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:

Lorraine Emmans, Marketing Manager, Leeds University Business School

Email: l.f.emmans@leeds.ac.uk

Chris Burgess, Marketing Manager, Faculty of Arts, Humanities and Cultures

Email: c.burgess@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.

