



**UNIVERSITY OF LEEDS**

## **CANDIDATE BRIEF**

**Marketing and Communications Executive, School of Design, Faculty of Arts, Humanities and Cultures**



**Salary: Grade 5 (£29,179- £32,546 p.a. depending on experience)**

**Reference: AHCDE1308**

**Location: University Main Campus. We are open to discussing flexible working arrangements.**

**Full time (1.0 FTE), Fixed Term for 12 months to complete a specific task or time limited work**

**Post available from: August 2025**



# **Marketing and Communications Executive**

## **School of Design**

### **Faculty of Arts, Humanities and Cultures**

**Do you want to work in a fast-paced team which is constantly learning and growing? Do you have experience working in marketing or communications? Do you want to help successfully implement marketing and communication plans in a School known for its outstanding achievements, innovative and pioneering approaches, and a heritage of as many as 150 years?**

We are looking for an enthusiastic Marketing and Communications Executive to deliver the School of Design's marketing and communications strategy. This is a new role, joining a busy Creative and Communications team that contributes to various areas of the School of Design, in particular PACE – Professional Academy for Creative Enterprise. PACE is a new and exciting development in the School of Design to be launched in the next few months as part of the School's 150<sup>th</sup> anniversary this year.

The School of Design's Creative and Communications team plays a vital role in promoting and managing the profile of the School and PACE through digital platforms, internal and external communications, and the design and production of our communication and marketing materials across B2B/CPD audiences.

You should have experience working in a marketing or communications role, a passion for digital media, and excellent written and verbal communication skills. You will need to be organised and be able to handle competing deadlines calmly and effectively under pressure. You will have strong analytical skills, and have the ability to think creatively to deliver marketing and communications campaigns and work with colleagues in the school and across the university as needed.

The role requires a professional, collegial and diplomatic nature that builds strong relationships and acts as an ambassador for the School of Design both within the university and externally with partners.

**Due to the nature of teamwork and collaboration needed, this role will be based on campus 5 days a week.**



## What does the role entail?

As a Marketing and Communications Executive, your main duties will include:

- Working with the creative and communications team to develop a content plan/calendar across the School's social media channels that is aligned to the
- Assisting with our key accounts to deal professionally with opportunities or potential challenges, handle incoming enquiries, and coordinate responses;
- Manage the School of Design and PACE social media channels, posting content that is relevant to our audiences, enhances the overall proposition of the School of Design and ensures our tone of voice and reputation is upheld.
- Lead on the development of a robust plan to build our digital community across key platforms. driving awareness about events and campaigns;
- Monitor and evaluate our digital activity using packages including Google Analytics and Sprout Social to inform and improve communications;
- Support creating and editing written content for various channels such as websites, articles and newsletters;
- Producing emails for digital marketing campaigns to B2B/CPD audiences;
- Managing the production of School and PACE reports;
- Supporting with market insight and competitor research for PACE for B2B/CPD audiences;
- Assisting with our key PACE accounts to deal professionally with opportunities or potential challenges, handle incoming enquiries ensuring they are dealt with promptly and professionally by the relevant stakeholders, and coordinate responses;
- Support staff in planning, organising, and delivering key events.
- Work collaboratively with colleagues in marketing and communications teams to share best practice and ensure digital activity is delivered collaboratively.

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 and Communications Executive, you will have:



- Experience of working in a busy marketing and communications role in the industry sector;
- Experience of managing social media channels or being a community manager at a personal or professional level, with a keen interest in understanding social media best practice and industry trends;
- Strong written communication skills (copywriting, editorial and proof-reading skills) with a high level of accuracy and close attention to detail, as well as the ability to write for digital platforms and create engaging and persuasive copy;
- Good IT skills with experience of editing images and video in Photoshop and Adobe After Effects, web editing and working with digital content platforms like Jdpu, and using web/cloud-based tools such as OneDrive;
- Creative and enthusiastic approach to problem-solving, using initiative and collaborating with others to resolve issues;
- Effective interpersonal, negotiation and teamwork skills with the ability to develop effective working relationships;
- Excellent organisational skills with an ability to prioritise and plan your work independently and effectively;
- An understanding of the role video and photography play in effective marketing communications and being able to tailor these for different audiences.

You may also have:

- Experience in using data (Google Analytics and social media metrics) to report on campaign performance/results.

## 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:

**Professor Maria Lonsdale, Head of School**





Email: [m.lonsdale@leeds.ac.uk](mailto:m.lonsdale@leeds.ac.uk)

## Additional information

The School has established a broad portfolio of Design-focused programmes at Undergraduate and Masters level.

The [School of Design](#) at the University of Leeds is a vibrant and highly ranked department with a commitment to excellence in both research and teaching. We are ranked in the top 10 in the UK for Art and Design (Complete University Guide 2022) and in the top 100 in the world (QS World Rankings 2022). In the 2021 REF exercise we received 90% for impact and 100% for our research environment.

## Working at Leeds

We are a campus based community and regular interaction with campus is an expectation of all roles in line with academic and service needs and the requirements of the role. We are also open to discussing flexible working arrangements. To find out more about the benefits of working at the University and what it is like to live and work in the Leeds area visit our [Working at Leeds](#) information page.

## Our University

At the University of Leeds, we are committed to providing a culture of inclusion, respect and equity of opportunity that attracts, supports, and retains the best students and staff from all backgrounds. Whatever role we recruit for we are always striving to increase the diversity of our community, which each individual helps enrich and cultivate. Candidates will always be selected based on merit and ability.

## Information for disabled candidates

Information for disabled candidates, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at [hr@leeds.ac.uk](mailto:hr@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.

