Faculty of Arts and Faculty of PVAC

Faculty Marketing Assistant

You will support and develop Faculty marketing activity, across the full range of our activity which is diverse and includes education, research and enterprise and knowledge transfer, with a focus on the delivery of successful student recruitment campaigns and assistance in the delivery of effective marketing opportunities across all our markets, including UK, EU, and overseas.

You will provide tactical support and focus on the delivery of integrated marketing activities, including developing our digital marketing communications, to support student recruitment and to promote the research and innovation agenda of the Faculties.

You will be educated to A level standard (or equivalent) or with two years’ experience of working in a marketing function/as part of a marketing team. Skilled in writing copy for promotional materials and web you will have excellent editing and proof reading skills and a strong attention to detail.

You will be required to work the occasional weekend and/or evening.

Please note: Previous applicants need not apply

University Grade 5 (£21,605 - £25,023 p.a.)

Informal enquiries may be made to Sophie Johnstone, email s.a.johnstone@leeds.ac.uk, tel +44 (0)113 343 6935

Closing date: 22 June 2016

Ref: ARTPV1002

Click here for further information about working at the University of Leeds www.leeds.ac.uk/info/20025/university_jobs
Job Description

Responsible to: Faculty Marketing Manager
Reports to: Faculty Marketing Officer

Main duties and responsibilities

Specific

- Take responsibility for collecting and editing a bank of case studies of current and alumni for use in newsletters, promotional literature, press and on the website, with a particular focus on international profiles. Continuously develop the bank of case studies by identifying gaps and areas for development.

- Work with the Faculty Marketing Officer on the maintenance of course listings, both internal and external, ensuring that information is up-to-date, consistent and accurate, and identify new opportunities to promote the Faculties courses. Support staff in faculty with maintenance of online course listings.

- Take responsibility for organising and supervising photo shoots and film days (using framework suppliers) including preparing a brief and managing shoot on the day.

- Manage the Faculty's AssetBank image library presence and inventory. To include image resizing and uploading/downloading of images and maintenance.

- Undertake regular web maintenance to ensure that all Arts and PVAC faculty websites are kept up-to-date and accurate including checking/ensuring the value proposition (Why Leeds) messages are inherent across all websites. Maintaining static pages of content and updating in response to sector changes (e.g. Government policy/Competition and Markets Authority).

- Identify areas for improvement on the websites and initiate/take responsibility for development including writing copy, building new web pages and sourcing imagery to contribute to the ongoing development of the web as an effective marketing tool.

- Support colleagues from across the faculty with improving content/establishing new web pages including sharing Jadu (web Content Management System) regulations and practices, using specialist Jadu knowledge to solve problems/issues.

- Use Google Analytics to monitor metrics and provide insight across the School sites.

- Be the first point of contact for Arts/PVAC marketing for digital / web queries from colleagues. Support colleagues from across the faculty with web requests in terms of:
  - Images: sourcing, resizing, uploading
  - New web pages/Jadu sites
  - Improving content and checking content is timely- e.g. open days, induction
• Developing impactful video content for use across online channels, including web and social media to support student recruitment
• Support colleagues in launching new MOOCs, including raising awareness through marketing communication channels
• Support colleagues from across the faculty in the development of effective social media content, to deliver timely relevant communications across the prospective student journey

• Work with the Faculty Marketing Officer and colleagues across academic departments to assist in the delivery of Open Days (pre and post application) at both undergraduate and postgraduate level from planning through to delivery.
• Work with the Faculty Marketing Officer to provide marketing support to the forthcoming Cultural Institute including assisting in producing marketing collateral.
• Undertake planning and preparation of course and School information for brochures, flyers and all communication materials. To include preparing project briefs, liaise with Faculty admissions, academic staff and internal/external designers, pulling information and images together and writing/editing copy.
• Assist in the delivery of pre and post applicant communications by writing copy and selecting images for e-newsletters, in accordance to the communications plan and University’s visual identity guidelines. Manage data adhering to data protection.
• Take responsibility for the organisation and storage of marketing materials, monitoring usage, ensuring the international office are fully stocked and making up information packs for overseas trips.
• There may be the requirement for occasional UK travel to represent the Faculty.
• Be a member of the Faculty Web board and University’s Alumni Forum to share/disseminate best practice. Maintaining networks with cross-University services (comms, central marketing, international, EE) keeping abreast of new developments.
• To undertake other duties consistent with the grading of the position.

General

• Carry out the duties of the post in accordance with the university values of professionalism, inclusiveness, integrity and community supporting the core value of academic excellence.
• Carry out the duties of the post in accordance with university standards, policies and procedures.
• Maintain a safe work environment, including ensuring compliance with legislation and the undertaking of risk assessments.
• Actively promote and engage with the University’s People Management Framework ([http://www.leeds.ac.uk/hr/development/pmf.htm](http://www.leeds.ac.uk/hr/development/pmf.htm)) to ensure high standards of employment practices and staff management.

• To integrate the University value of inclusiveness into all appropriate aspects of the job; respecting the dignity and diversity of all members of the University community and of visitors to the University.

• Undertake any other duties commensurate with the grade as might reasonably be required.

Note: any changes to the job description will be in discussion with the line manager, the role holder and the relevant Faculty lead, where appropriate

**Key Working Relationships**

Faculty Marketing Team, Wider University marketing team, Faculty of Arts and Faculty of PVAC staff in particular admissions teams.

**University Values**

All staff are expected to operate in line with the University’s values and standards, which work as an integral part of our strategy and set out the principles of how we work together. More information about the University’s strategy and values is available at [http://www.leeds.ac.uk/comms/strategy/](http://www.leeds.ac.uk/comms/strategy/).
Person Specification

Essential

• Educated to A level standard (or equivalent) or with at least two years’ experience of working in a marketing function/as part of a marketing team.
• Hold/Working towards a Marketing qualification.
• Skilled in writing copy for promotional materials and web, together with editing and proof reading and with a strong attention to detail.
• Excellent interpersonal skills and the ability to develop effective working relationships.
• Excellent communication skills and the ability to convey complex concepts clearly and effectively to a range of audiences.
• Experience of Microsoft Office (PowerPoint, Word and Excel).
• Excellent organisational skills with an ability to prioritise and plan your work independently. Ability to work on a wide range of tasks simultaneously to meet strict deadlines.
• Effective analytical skills with the ability to monitor and evaluate complex information.
• To demonstrate an understanding of the diverse nature of the University community and a willingness to work with staff, students and visitors (as appropriate) from a wide range of backgrounds, upholding the University value of inclusiveness.
• Knowledge or experience of utilising social media to meet marketing objectives.
• Experience of editing websites including adding content and resizing images.

Desirable

• Knowledge or experience of working in higher education with an understanding of the challenges faced.
• Able to work the occasional weekend and/or evening.
Additional Information

The University offers generous terms and conditions of employment, a wide range of benefits, services, facilities and family friendly policies. Full details are available on the Human Resources web pages accessible at www.leeds.ac.uk/hr

The Partnership

The Partnership has been developed by students and staff and describes the mutual expectations of us all as members of the University of Leeds community. More information about the Partnership is available at http://partnership.leeds.ac.uk

Disclosure and Barring Service checks

A Disclosure and Barring Service (DBS) Check is not required for this position. However, applicants who have unspent convictions, cautions, reprimands and warnings, including any pending criminal proceedings must indicate this in the ‘other personal details’ section of the application form and send details to the Recruitment Officer at disclosure@leeds.ac.uk.

Disabled Applicants

The post is located in the Michael Sadler Building. Disabled applicants wishing to review access to the building are invited to contact the department direct. Additional information may be sought from the Recruitment Officer, email disclosure@leeds.ac.uk or tel + 44 (0)113 343 1723.

Disabled applicants are not obliged to inform employers of their disability but will still be covered by the Equality Act once their disability becomes known.

Further information for applicants with disabilities, impairments or health conditions is available in the applicant guidance.