

RECRUITMENT PACK

This document includes the following information:

- Job Description
- Person Specification
- Additional information

Making an application:

When completing the on-line application form you will be asked to answer questions to help you demonstrate how you meet the requirements of the post. Your answers will be used at the shortlisting and interview stages of the recruitment process. We therefore recommend that you take a copy of this recruitment pack to help with your preparation.

NOTE: You don't have to answer the questions in one attempt, but can save your incomplete application and return to it at another time. You may want to draft your answers using Microsoft Word and then copy your text into the application form. Please be aware that formatting (eg. underline, bold, bulleting) will be lost in this process. If you are using an Apple product you will need to use an alternative web browser to Safari such as Google Chrome.

- Links to Guidance Notes and Frequently Asked Questions can be found on the Search Results page. These pages will open in a new window.
- We recommend that you take a copy of this recruitment pack to help with your preparation.

A commitment to sustaining an inclusive and diverse community is one of the University's Core Values and we are keen to address any imbalances in our workforce.

The University of Essex is proud to be part of the Disability Confident scheme and is committed to supporting diversity and equality, representative of our inclusive community. As part of our commitment to this scheme any candidate who has a disability and meets all the essential criteria for the role will be offered an interview. We also work in partnership with national disability organisation DisabledGo who provide detailed online access guides to many of our campus buildings and facilities which you may find useful.

Please note: We are only accepting on-line applications for this post. However, if you have a disability that makes it difficult for you to provide us with information in this way, please contact the Resourcing Team (01206-874588/873521) for help.

Closing Date: 23 August 2017

Interviews are planned for: To be confirmed

Produced by:
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University of Essex Campus Services Limited (UECS) is a wholly owned company of the University of Essex. Please note that this post is being advertised by the University on behalf of UECS and some aspects of the information provided on the University recruitment website will not apply to this appointment. The Terms of Appointment relating to this post are published on the website alongside this document.

Data Protection: UECS shares recruitment data with the University of Essex who provide human resources services.

JOB DESCRIPTION – Job ref REQ00830

Job Title and Grade:	Marketing Officer, UECS UECS Band E
Contract:	Fixed-term, Full-time. This post is fixed-term for 12 months to cover a short term need.
Hours:	38 hours per week
Salary:	£24,183 - £27,198 per annum
Department/Section:	Marketing and Communications
Responsible to:	Head of Marketing and Communications
Reports on a day to day basis to:	Head of Marketing and Communications
Purpose of job:	To provide dedicated marketing to drive external business and support for Business Development Managers within at least two UECS business areas. The marketing support includes detailed marketing planning, activity and implementation for business unit surplus generation, customer engagement, awareness and lead generation against targets.

Duties of the Post:

Overview

The Marketing Officer is responsible for the external marketing and communication function for at least two assigned UECS business units. The Marketing Officer builds strong working relationships with key stakeholders e.g. external partner clients (corporate, NGO's, sporting bodies, local community etc.), contacts within the business units, as well as other UECS and University personnel.

This position works within the central UECS marketing team and supports the Business Development Managers within at least two UECS business units. They are responsible for identifying business opportunities, generating sales leads and appointment setting for conversion. The Marketing Officer builds pipelines from following up warm leads, re-engaging and nurturing existing leads and proactively generating new leads. These leads would either be generated through digital marketing, email marketing, printed promotional literature, sales calls, local outreach etc. They would also support the Business Development Managers on internal business where appropriate.

Success is measured as follows:

- Marketing KPI support for assigned business units for surplus generation, customer engagement, awareness and lead generation against targets
- Marketing support for annual UECS business objectives, key performance indicators (KPI's), and critical business issues as identified on the UECS annual strategic plan
- Retention of customers, customer satisfaction ratings, renewals, repeat business and positive relationship building
- Control of marketing costs and marketing budget for assigned business units

Duties of the Post:

1. Marketing Activities and Support

- Maximise awareness and interest of at least two UECS business units to external business target markets via digital sales and marketing techniques.
- Develop and implement effective methods of engagement and relationship building with existing customers and prospective customers.
- Maximise creation of marketing generated leads (enquiries, meetings, etc.) and nurturing of those leads to support each business unit strategy, budget, and KPIs.
- Attend trade shows, exhibitions, external client meetings to support the Business Development Managers
- Develop and implement effective approaches to maximising customer loyalty within each business unit.
- Develop customer insight approaches for retention and promotion of customer centric approach.
- Support the business units in the successful delivery of annual marketing action plans.
- Ensure effective planning of marketing activity.
- Incorporate the latest innovations in marketing activity relevant to target markets.
- Assist the business units by providing meaningful market research and trend analysis in order to influence business decisions.
- Production of effective and accurate marketing collateral through creative copy-writing, proof reading and production of printed and electronic material.
- Further and enhance social media initiatives through development of accounts and use of multimedia opportunities.

2. Marketing Effectiveness and Reporting

- Monitor, evaluate and report on the success of marketing activity.
- Benchmark marketing effectiveness, impact and ROI through annual marketing KPIs to support business unit strategy and targets. Developed in agreement with business unit managers for annual marketing plans.
- Report on marketing ROI, activity, effectiveness and impact in the UECS Monthly Marketing Bulletin.

3. Relationship Management, Building and Support

- Ensure effective liaison and collaboration with business unit managers and staff.
- When communicating with all external stakeholders take appropriate actions to ensure a positive experience with, and image of, assigned business units.

4. General

- Arranging, minuting and attending monthly marketing meetings; on occasion deputising for the Head of Marketing and Communications at other relevant planning meetings.
- Attending events such as Arrivals Day, Welcome Week and Fresher's Fair (some evening/weekend work).
- Preparing and presenting talks and presentations; participation in workshops and creative sessions.
- Other duties as may be assigned from time to time by the Head of Marketing and Communications or his/her nominee.

These duties are a guide to the work that the post holder will initially be required to undertake. They may be changed from time to time to meet changing circumstances.

Terms of Appointment

For a full description of the terms of appointment for this post please visit:
<http://www.essex.ac.uk/hr/current-staff/terms.aspx#>

August 2017

PERSON SPECIFICATION

JOB TITLE: Marketing Officer, UECS

Qualifications /Training

	Essential	Desirable
▪ A degree with relevant marketing work experience	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ A professional Chartered Institute of Marketing qualification	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Experience/Knowledge

	Essential	Desirable
▪ Professional experience of sales and/or marketing including sales team support	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of working in a complex environment with multiple stakeholders	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of co-ordinating multiple tasks to tight deadlines including project management, briefing designers and suppliers as well as working with clients	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of creating or developing websites as well as writing for the web and understanding of creating content for websites	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of working with social media campaigns	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of working in a Higher Education setting	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Skills/Abilities

	Essential	Desirable
▪ Evidence of excellent interpersonal/communication skills interacting with a wide variety of stakeholders	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Evidence of creative skills to generate and implement effective marketing campaigns	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ The ability to write clearly and concisely for various audiences with excellent attention to detail and proof reading skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of e-marketing campaigns including social media and writing for the web	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Financial, budgeting and spreadsheet experience	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ The ability to work under pressure both independently and as an effective member of a team	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Other

	Essential	Desirable
▪ Ability to meet the requirements of UK 'right to work' legislation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Commitment to following the University of Essex equality and diversity policy	<input checked="" type="checkbox"/>	<input type="checkbox"/>

August 2017

University of Essex Campus Services Limited

Additional Information

Informal enquiries may be made to Nell McCreadie, Head of Marketing and Communications (telephone: 01206 874170 e-mail: nmccreadie@essex.ac.uk). However, all applications must be made online.

Benefits

<ul style="list-style-type: none"> • competitive salaries 	<ul style="list-style-type: none"> • training and development
<ul style="list-style-type: none"> • childcare facilities/vouchers 	<ul style="list-style-type: none"> • generous holiday scheme

Campus Services will focus on 5 core principles:

1. To develop and operate the commercial facilities at the University of Essex with the highest standards of customer care and value for money to enhance the student and staff experience.
2. To collaborate with Academic Departments and Professional Services.
3. To engage actively with the local and regional community to further the reputation of the University of Essex.
4. To champion a team culture with succession planning and remuneration firmly anchored on performance.
5. To deliver annual growth in surplus for the University of Essex.

Campus Services

Created in 2010, the Campus Services directorate brings together existing staff and student commercial services, with a combined turnover of £21m and total staff of over 230 full-time equivalents. Services delivered under the Campus Services umbrella are critical to enabling the University to deliver the objectives in its strategic plan – improving the student experience, facilitating growth and improving the financial performance of the University.

Some business units within Campus Services – Event Essex, Print Essex and Wivenhoe Park Day Nursery – are part of University of Essex Campus Services Limited, a wholly owned subsidiary of the University of Essex.

Accommodation Essex

Accommodation Essex contributes to a positive student experience by providing a safe and supported environment in which students can develop personally and academically. The University of Essex offers a wide range of accommodation suited to a variety of needs all within walking distance of the academic departments and campus facilities at both Southend and Colchester campuses.

You can find more information about the department at the following link
<http://www.essex.ac.uk/accommodation/>

Essex Sport

The Colchester Campus Sports Centre offers excellent indoor and outdoor facilities including the £1.4 million Evolve gym and fitness rooms. At the Southend Campus there is the Evolve Gym and a wide range of opportunities to participate in sport, exercise and health at great value for students, staff and the local community.

Wivenhoe House Hotel

Wivenhoe House is a four star country house hotel, set in parkland on campus. It is also home to the Edge Hotel School.

Essex Food

Through their many catering outlets and delivered hospitality service, Essex Food provides a professional and courteous customer led service to students, staff and visitors. The promotion of a nutritious, and value for money hospitality service, together with respect and dignity for customers and staff are the cornerstones of their business.

Event Essex

Event Essex promotes the vast range of University of Essex conference, meeting and event venues in Colchester and Southend to businesses and public sector organisations locally, regionally and nationally. The dedicated team offers an expert event planning and co-ordination service.

Print Essex

Print Essex provides a high quality design, copy and print service at competitive prices to all users, both on and off campus.

Wivenhoe Park Day Nursery

Set in the peaceful surroundings of Wivenhoe Park, the purpose built Wivenhoe Park Day Nursery offers outstanding day care to children from 3 months to 5 years, as well as holiday clubs for children from 5-11 years. Places are open to all, including the public.

everythingEssex

In 2011, Campus Services began co-ordinating official University of Essex merchandise and gifts. This exciting project included product development and improving routes to market. Merchandise is available on the **everything Essex** outlet at the Colchester campus or on-line at <http://www.essex.ac.uk/everythingessex/>

Further information on Campus Services can be found via www.essex.ac.uk/uecs.

University of Essex Campus Services Limited

The successful candidate will be employed by University of Essex Campus Services Limited, a wholly owned subsidiary of the University of Essex. The company was established to manage the commercial operations at the University of Essex. The terms of employment for this role are specific to University of Essex Campus Services Ltd.

General Information

Informal enquiries may be made to Helena Newton, Deputy Head of Accommodation (Administration and Systems) (telephone: 01206 873112 e-mail: hnewton@essex.ac.uk). However, all applications must be made online.

No Smoking Policy

University of Essex Campus Services Limited has a No Smoking policy.

The University of Essex – a profile

The University of Essex was founded in 1964 when it opened its doors to a cohort of just 122 students. Since then, we have grown in both reputation and size. There are now more than 10,000 students studying at three campuses - in Colchester, Southend and Loughton (East 15 Acting School). All academic activity is organised into four faculties – Humanities, Science and Health and Social Sciences.

August 2017