

## RECRUITMENT PACK

This document includes the following information:

- Job Description
  - Person Specification
  - Additional information
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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 (e.g. 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 873461/873521/874588) for help.

Closing Date: 19 March 2018

Interviews are planned for: 04 April 2018



JOB DESCRIPTION – Job ref REQ01181

<b>Job Title and Grade:</b>	Marketing Officer Grade 7
<b>Contract:</b>	Permanent, Part-time
<b>Hours:</b>	15 hours per week
<b>Salary:</b>	£29,799 - £32,548 per annum, pro-rata
<b>Department/Section:</b>	Communications and External Relations
<b>Responsible to:</b>	Director of Marketing and Student Recruitment
<b>Reports on a day to day basis to:</b>	Head of Marketing and UK Recruitment
<b>Purpose of job:</b>	To work as a member of the Marketing and Student Recruitment team, in particular by undertaking marketing activities such as leading on the production of HTML marketing campaigns, photography oversight, publication production, and content generation.

**Duties of the Post:**

The main duties of the post will include:

1. Implementation of undergraduate and postgraduate recruitment marketing plans in order to maximise enrolments from enquiry and applicant pools (with an emphasis on departmental engagement);
2. Producing key recruitment publications – such as the Undergraduate Prospectus – and supporting materials;
3. Producing a variety of online and print promotional material/campaigns for UK, EU and non-EU student recruitment activities, including development of membership packs and event branding;
4. Responsibility for the production of HTML campaigns, including supporting other members of the marketing team in this area;
5. Working with academic departments to develop their specific conversion plans including integrated HTML, social, advertising and direct marketing campaigns (and other channels as required); and thereby supporting delivery of departmental marketing plans;
6. Undertaking copywriting, editing and proofreading as required;
7. Working closely with the Social Media Campaigns Officer in order to produce social media campaigns to support conversion, including using PhotoShop to develop campaign materials as required.
8. Working closely with staff responsible for the customer relationship management system to develop conversion campaigns and evaluation methods for the work carried out during the conversion period, and actively feed findings into future conversion activity;
9. Working closely with the Marketing and Student Recruitment senior management team to deliver on institutional strategic aims and objectives, and inputting into the development and implementation of student recruitment marketing and conversion strategies;



10. Occasionally representing the University at national and EU and higher education undergraduate and postgraduate exhibitions;
11. Keeping abreast of development in higher education and updating advice and guidance accordingly;
12. Assisting with the University's open days and during the confirmation and Clearing period in August.
13. Any other duties as may be assigned from time to time by the Executive Director of Communications and External Relations or their 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#>

March 2018

PERSON SPECIFICATION

**JOB TITLE:** Marketing Officer

**Qualifications /Training**

	<b>Essential</b>	<b>Desirable</b>
▪ Degree of equivalent level qualification	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Professional Marketing qualification	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Experience/Knowledge**

	<b>Essential</b>	<b>Desirable</b>
▪ Experience of production of online and offline marketing materials, including giving design briefs, productive creative copy, project management and proof-reading	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Interest in and knowledge of current issues in the higher education sector	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of producing and evaluating HTML email marketing campaigns	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of using customer relationship management systems	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Familiarity of undergraduate and postgraduate recruitment and admissions cycles in the higher education sector	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Experience of undergraduate and postgraduate student recruitment marketing	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Experience of using PhotoShop to provide graphics and design ideas	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Experience of advertising, campaign evaluation, and web analytics	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Experience of utilising social networking sites for marketing purposes	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Skills/Abilities**

	<b>Essential</b>	<b>Desirable</b>
▪ Excellent written and oral communication skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Excellent interpersonal skills with a record of influencing and motivating others	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Strong administrative experience and organisational skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ A proactive, customer-focused and results orientated approach	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Ability to work under pressure with multiple priorities and to tight deadlines	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Flexibility, adaptability and the ability to work on own initiative and as part of a team	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Ability to work effectively with a broad range of stakeholders	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Good IT skills, including Word, Excel, PowerPoint and Access (or similar)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Good HTML skills to develop e-marketing campaigns	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Ability to produce comprehensive evaluation reports to underpin strategies	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Other**

	<b>Essential</b>	<b>Desirable</b>
▪ Ability to meet the requirements of UK 'right to work' legislation*	<input checked="" type="checkbox"/>	<input type="checkbox"/>



▪ Willingness to do some work outside usual office hours (evening and weekend), for which time off in lieu will be given	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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\* The University has a responsibility under the Asylum, Immigration and Nationality Act 2006 to ensure that all employees are eligible to work in the UK. Prior to commencing employment, the successful candidate will be asked to provide documentary evidence to this effect. Please note that the University will not be able to issue a Tier 2 Certificate of Sponsorship for this post. For further information about UK immigration requirements please follow this link <https://www.gov.uk/government/organisations/uk-visas-and-immigration>

March 2018

## ADDITIONAL INFORMATION

### Communications and External Relations

You can find more information about the department at the following link: [www.essex.ac.uk/cer](http://www.essex.ac.uk/cer)

### People Supporting Strategy

Please find a link to the People Supporting Strategy following:  
<https://www1.essex.ac.uk/restricted/staff/documents/strategy/people.pdf>

### General information

Informal enquiries may be made to Adam Armstrong, Head of Marketing and UK Recruitment (telephone: 01206 873674 e-mail: [adam.armstrong@essex.ac.uk](mailto:adam.armstrong@essex.ac.uk)). However, all applications must be made online.

### Benefits

Our staff and students are members of the University for life. We believe a person's potential is not simply defined by grades or backgrounds, but by willingness to question, to collaborate and to push at the edges of knowledge and their own potential.

As an employer we offer a range of benefits and a commitment to career development and equal opportunities in an environment that both reflects and creates a rich interaction of people, disciplines and ideas.

- Pension scheme
- Generous holiday entitlement
- Competitive salaries
- Training and development Family Friendly policies
- On campus childcare facilities, for more information visit [www.wivenhoeParkDayNursery.co.uk](http://www.wivenhoeParkDayNursery.co.uk)
- Childcare vouchers
- Relocation package for qualifying staff
- Interest free season ticket loan
- Range of optional salary exchange tax benefits (pension, childcare and bicycle schemes)

This document is produced by:

Resourcing Team  
Human Resources  
University of Essex  
Wivenhoe Park  
Colchester CO4 3SQ  
United Kingdom  
Tel: +44 (0)1206 873521/874588/873461  
Email: [resourcing@essex.ac.uk](mailto:resourcing@essex.ac.uk)

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