

## 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: 18 June 2018

Interviews are planned for: 5 July 2018



## JOB DESCRIPTION – Job ref REQ01474

<b>Job Title and Grade:</b>	Advertising Officer Grade 7
<b>Contract:</b>	Permanent, Full-time
<b>Hours:</b>	A notional minimum of 36 hours per week
<b>Salary:</b>	£29,799 - £32,548 per annum
<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 (MASR) team, in particular by taking responsibility for the planning, management and execution of all departmental and student recruitment advertising across the University. These include: the three principle annual recruitment campaigns: undergraduate, postgraduate and Clearing; advertising student recruitment events such as UG and PG open days; and subject or course specific campaigns according to needs identified through marketing plans.

**Duties of the Post:**

For each campaign, the main duties are:

1. Working with the MASR managers to understand the strategic context and key objectives.
2. Preparing campaign briefs to ensure they are aligned with University strategic needs, including:
  - a. Setting campaign objectives and key performance indicators
  - b. Providing a steer to agency on creative direction and preferred media channels
  - c. Ensuring learnings and insights from previous campaigns are highlighted
  - d. Setting timings and budgets
3. Working with an external advertising agency to discuss creative brief and review subsequent media schedule to assess recommendations, ensuring they meet the needs of the campaign.
4. Planning content so it is integrated/co-ordinated across channels.
5. Working with the advertising agency on developing creative executions that are integrated with other campaign materials e.g. prospectus, recruitment stand.
6. Preparing advertising copy, creative and digital assets for a variety of channels (including social media, Google, HTML emails, online banners, print, outdoor), which is relevant to the user journey and provides clear calls to action.
7. Working collaboratively with the Web Editing and Digital Media team to plan, design and develop effective campaign user journeys that deliver content relevant to user need, provide clear calls to action and engage the audience.
8. Working closely with the Social Media Campaigns Officer to plan, create and execute the social media aspects of campaigns.

9. Monitoring and assessing campaign performance throughout the duration of the campaign.
10. Sharing broader recruitment intelligence and data with the external agency to inform in-campaign adjustments.
11. Discussing and approving in-campaign adjustments to ensure the campaign remains on track to meet KPIs.
12. Disseminating campaign progress, data, intelligence and results to relevant colleagues so it can inform wider marketing activities.
13. Undertaking end of campaign analysis, ensuring lessons learnt are carried over to the brief for subsequent campaigns.
14. Responsibility for managing relationship with external advertising agency, ensuring service levels are met, and retendering when appropriate according to procurement guidelines.
15. Responsibility for the production of HTML campaigns, including supporting other members of the marketing team in this area.
16. Managing the advertising budgets including raising purchase orders on Agresso, approving invoices for payment and monitoring the budgets to ensure they are not under or over-spent.
17. Assisting with the University's open days and during the confirmation and Clearing period in August.
18. Any other duties as may be assigned from time to time by the Head of Department 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#>

April 2018

## PERSON SPECIFICATION

<b>JOB TITLE:</b> Advertising Officer
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**Qualifications /Training**

	<b>Essential</b>	<b>Desirable</b>
▪ Degree or equivalent qualification / experience	<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 developing, implementing and monitoring multichannel advertising campaigns	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of working with advertising agencies	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of creating online advertising campaigns	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of copywriting for advertising purposes	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Knowledge of Word, Excel, Access and other Microsoft packages	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of using PhotoShop to create digital assets	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Knowledge of UK Higher Education	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Experience of managing budgets and using Agresso	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Experience of interpreting and analysing information	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Skills/Abilities**

	<b>Essential</b>	<b>Desirable</b>
▪ Excellent creative copywriting skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Creative eye for design	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Flexibility and willingness to work to tight deadlines	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Excellent organisational skills, including the ability to handle multiple priorities	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Excellent attention to detail	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Excellent written, oral and presentation skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Ability to communicate effectively with diverse internal and external groups and have great relationship building skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Ability to work individually and as part of a team	<input checked="" type="checkbox"/>	<input 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 work some weekends and evenings	<input checked="" type="checkbox"/>	<input type="checkbox"/>

\* 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>

May 2018

## ADDITIONAL INFORMATION

### Communications and External Relations

You can find more information about the department at the following link:

<https://www.essex.ac.uk/information/professional-services#communications-and-external-relations>

### 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 (email: [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:

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