

Job Description

Position:	Senior Marketing Officer
School/Service:	Division of Marketing, Recruitment & Admissions
Reference:	MRA-099/P
Grade:	Grade 5
Status:	Permanent
Hours:	Full-Time (36.25 hours per week)
Reporting to:	Head of Digital Marketing

Main Function of the Position:

To lead the planning, development, and delivery of creative, data-informed marketing campaigns that strengthen the University's brand and drive engagement across the full student lifecycle — from pre-application to graduation.

The postholder will play a key role in creating and optimising content across digital and offline channels, with a strong focus on paid media, organic social, web, email, and campaign performance. They will work collaboratively with colleagues across Marketing, Recruitment & Admissions and the University's Business Intelligence (BI) and analytics teams to evaluate performance, surface insights, and recommend improvements to activity.

Principal Duties and Responsibilities:

1. Plan, develop, and deliver integrated marketing campaigns to promote courses, subject areas, and key institutional activities.
2. Manage paid media activity, including paid social, paid search, display, programmatic, out-of-home (OOH) and audio, ensuring each campaign is measurable and optimised for performance.
3. Write and develop creative copy for advertising, web, email, and social content — ensuring consistency with the University's brand, tone of voice, and accessibility standards.
4. Coordinate campaign delivery aligned to the full student lifecycle, including Clearing, Welcome, Prepare, Freshers, and Graduation.
5. Support the production of digital and print marketing materials for use across channels and campaigns.
6. Collaborate with colleagues to develop data-informed campaign strategies and recommendations.
7. Create, edit, and manage engaging digital content for the University's websites, social channels, and email communications.
8. Use Canva, Affinity Designer, Figma, and CapCut to produce high-quality visual and video assets for use across paid and organic media.
9. Work with CMS platforms (e.g. Silverstripe, WordPress, and Contensis) and HubSpot to create, publish, and optimise content for different audiences.
10. Manage and schedule organic social media content, ensuring alignment with campaign activity and institutional messaging.

11. Apply SEO best practices to web content and collaborate with digital teams to improve visibility and search performance.
12. Monitor campaign and content performance using tools such as Google Analytics, Google Search Console (GSC), HubSpot, and Meta Insights.
13. Work closely with internal Business Intelligence (BI) and reporting teams to gather and interpret marketing data.
14. Produce regular reports and dashboards that provide actionable insights to improve campaign targeting, content effectiveness, and channel performance.
15. Recommend and implement improvements to campaign delivery, SEO, audience targeting, and conversion tracking.
16. Contribute to the development of frameworks for evaluating ROI and effectiveness across marketing activity.
17. Support the consistent application of the University's brand across all materials and channels.
18. Contribute to creative briefs and collaborate with designers, copywriters, photographers, and videographers to produce high-quality outputs.
19. Provide input and feedback on campaign concepts, ensuring alignment with strategic objectives and target audience needs.
20. Help maintain and evolve brand guidelines and creative assets to ensure consistency and impact.
21. Work with colleagues across faculties, professional services, and the wider Marketing, Recruitment & Admissions team to deliver cohesive, integrated campaigns.
22. Share data insights and best practices to improve future campaign effectiveness and decision-making.
23. Support the Head of Marketing with reporting, analysis, and presentations using Microsoft PowerPoint and Excel.
24. Contribute to a culture of creativity, accountability, and continuous improvement within the marketing team.
25. Maintain accurate records of campaign plans, performance metrics, and budgets.
26. Stay up to date with trends in higher education marketing, digital advertising, and data-driven optimisation.
27. Act as a brand ambassador, promoting the University's values and reputation through all communications.
28. Undertake other duties commensurate with the level of the post as required.
29. Ensure and maintain integrity and confidentiality of data and associated data protection requirements in line with statutory and corporate requirements.
30. Ensure a safe working environment and abide by university health and safety policies and practices and to observe the University's Equal Opportunities policy and Dignity at Work policy at all times.
31. Awareness of environmental and sustainability issues and a commitment to the University's associated strategy with respect to the performance / delivery of key responsibilities of the role.

Note:

This is a description of the position requirements as it is presently constituted. It is the University's practice to periodically review job descriptions to ensure that they accurately reflect the position requirements to be performed and if necessary, update to incorporate changes were appropriate. The review process will be conducted by the relevant manager in consultation with the post holder.

Please note that this appointment may be subject to Disclosure and Barring Clearance

Person Specification

Position: Senior Marketing Officer		Reference: MRA-099A	
School/Service: Marketing, Recruitment, and Admissions		Priority	
Criteria		(1/2)	Method of Assessment
1 Qualifications			
1 a)	Educated to degree level or with equivalent professional experience demonstrating degree-level knowledge (essential).	Priority 1	Application Form / Documentation
1 b)	Training or certification in digital marketing, content creation, or analytics (desirable).	Priority 2	Application Form / Documentation
2 Skills / Knowledge			
2 a)	Strong understanding of digital marketing, campaign planning, and optimisation.	Priority 1	Application Form / Interview / Assessment
2 b)	Skilled in content creation and design ideally using Canva, Affinity Designer, Figma, and CapCut.	Priority 1	Application Form / Interview
2 c)	Experience with HubSpot and CMS platforms such as Silverstripe, WordPress, and Contensis.	Priority 2	Application Form / Interview / Assessment
2 d)	Understanding of SEO, web content optimisation, and performance tracking.	Priority 1	Application Form / Interview
2 e)	Analytical mindset with ability to interpret data and provide actionable insights.	Priority 1	Application Form / Interview / Assessment
2 f)	Experience working with data and reporting tools, including Google Analytics, Google Search Console, and BI dashboards.	Priority 2	Application Form / Interview / Assessment
2 g)	Awareness of the Further and/or Higher Education sectors	Priority 2	Application Form / Interview /
2 h)	Strong writing, editing, and creative storytelling skills.	Priority 1	Application Form / Interview /
2 i)	Competent with Microsoft PowerPoint and Excel for reporting and presentations.	Priority 1	Application Form / Interview /
2 k)	Comfortable with basic coding (HTML/CSS) and collaborating with developers.	Priority 2	Application Form / Interview /
2 l)	Excellent communication, organisation, and stakeholder management skills.	Priority 1	Application Form / Interview / Assessment
3 Experience			
3 a)	Proven experience in marketing, digital communications, or content creation - ideally within higher education or the public sector.	Priority 1	Application Form / Interview
3 b)	Demonstrated success in delivering data-informed campaigns across paid, organic, and owned channels.	Priority 1	Application Form / Interview
3 c)	Experience tracking campaign performance and working with analytics teams to improve results	Priority 2	Application Form / Interview
3 d)	Experience creating compelling multi-channel content that aligns with brand and audience goals.	Priority 1	Application Form / Interview
3 e)	Experience optimising campaigns and recommending improvements based on performance data.	Priority 2	Application Form / Interview
4 Personal Qualities			
4 a)	Creative, proactive, and results-focused, with strong attention to detail.	Priority 1	Interview
4 b)	Confident communicator, both written and verbal.	Priority 1	Interview
4 c)	Collaborative, adaptable, and able to manage multiple projects simultaneously.	Priority 1	Interview

4 d)	Curious and analytical — keen to use data to inform decisions and test new approaches.	Priority 1	Interview
4 e)	Committed to equality, diversity, and inclusion.	Priority 1	Interview
5	Other		
5 a)	Willing to undertake staff development, which may take place outside the University	Priority 1	Interview
5 b)	Awareness of the principles of the Data Protection Act, Prevent, Freedom of Information Act and the Bribery Act and Health and Safety within the work environment.	Priority 1	Interview
5 c)	Commitment to the University's policy on equal opportunities and diversity	Priority 1	Interview
5 d)	Available to work flexibly to meet the needs of the role and the service, e.g. evenings and weekends during peak periods	Priority 1	Interview

Note:

1. Priority 1 indicates **essential** criterion – an applicant would be unsuccessful if unable to satisfy all Priority 1 criterion.
2. Priority 2 indicates **desirable** criterion - applicants failing to satisfy a number of these are unlikely to be successful.
3. It is the responsibility of the employee to ensure any professional accreditation/membership remains current
4. Employees are expected to have access to suitable IT equipment and broadband internet access at home to work remotely if required