

Marketing Officer

Job Specification

Date created: November 2022

JOB DESCRIPTION

Please note that although this recruitment advert has been posted with the job title Marketing Officer, the contractual job title for this role will be Marketing Officer (Sustainability)

Employment status: Full time, fixed term for 2 years up until January 2025

Hours: Full time hours at UCEM are 35 per week, Monday to Friday 9.00 a.m. to 5.00 p.m. and this role follows this pattern

Location flexibility: The place of work for this role is **Split** between the Horizons office in Reading and your home*; the exact split of days/hours is negotiable but must include a minimum of 1 working day per week spent at Horizons. However, you may work more in the office should you wish *Please note working at home is only possible if your environment meets certain conditions – see our Future Ways of Working at UCEM document

Department: Business Development & Apprenticeships

Line manager: Kim Davies, Head of Marketing, Communications and Brand

Role summary

UCEM's ambition is to be the world's most sustainable university. The focus of this role is to plan and execute a range of multi-channel marketing activities to drive engagement and create awareness of UCEM's position, programmes and services in the area of sustainability.

This role is responsible for creating content and campaigns to drive student applications for our new degree course and a series of professional development opportunities. You will promote our contribution to a sustainable built environment and growing expertise to develop our audience and enhance UCEM's brand recognition in new sectors.

Role accountabilities and responsibilities

Marketing campaigns

- Plan and work collaboratively with the wider marketing team to deliver targeted multi-channel campaigns for sustainability initiatives and programmes for B2C and B2B audiences
- Promote, manage and deliver webinars and online/face-to-face events
- Research and analyse data to identify and refine audiences and campaigns

Content creation

- Produce creative and quality content on defined sustainability themes including podcasts, blogs, videos and brochures
- Capture and develop engaging and interactive content for social media platforms

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- Scope projects and gather information from a range of stakeholders, writing briefs, editing copy, creating assets and liaising with wider team members and agencies

Digital marketing

- Create and keep-up-to date relevant webpages, optimising for search engine optimization (SEO)
- Monitor social media channels for key sustainability themes and topics
- Work with the wider team to deliver digital campaigns including organic social, paid social, digital display and PPC advertising
- Develop conversion activities to drive leads

Communication and engagement

- Write internal and external communications, proofreading and editing content as and when required
- Build our community of contacts, clients and influencers
- Manage the database and work with others to ensure our activities are GDPR compliant
- Create email communications using Dotmailer to build and nurture relationships

Brand

- Support UCEM's ambition to be known as the most sustainable university
- Ensure all content is on-brand, consistent in terms of style, quality and tone of voice

Other

- Research and report on the latest sustainability updates, innovations and news in the built environment and higher education
- Collate, analyse and report monthly on sustainability marketing campaigns and activities
- Undertake competitor and customer research to inform future campaigns and strategic decisions
- Undertake desk research to identify and underpin content pieces
- Work collaboratively with the wider marketing team to ensure that activities meet objectives, are aligned with the overall strategy and are integrated into wider UCEM activities
- Other duties as agreed with your line manager

Line management responsibility:	NO
Budget responsibility:	NONE
In this role you will liaise with: Internal teams and stakeholders; external sustainability contacts; marketing and design agencies; employers and students. On a daily basis you will work closely with other Marketing team members.	

PERSON SPECIFICATION

Assessment Criteria: A = Application I = Interview T = Test

X denotes both essential and desirable requirements plus how these will be assessed

Qualifications and training	Essential	Desirable	A	I	T
GCSE Maths and English Language Grade C or 4 or above	X		X		
Degree level qualification		X	X		
Marketing or PR qualification		X	X		
<i>Please be aware that as part of onboarding processes, we will seek original documentary evidence of the relevant academic and/or professional qualifications which you include within your job application</i>					

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Previous experience	Essential	Desirable	A	I	T
Working in marketing or a similar role	X		X	X	
Experience within the education sector / Built Environment / Higher Education		X	X	X	
Planning and executing campaigns	X		X	X	X
Creating engaging content	X		X	X	
Organisation and management of virtual events		X	X	X	
Skills, knowledge, and aptitudes	Essential	Desirable	A	I	T
High-level written and verbal communication skills	X		X	X	
Skilled at producing creative, compelling and targeted content	X		X	X	X
Demonstrable knowledge of social media channels		X		X	X
Understanding of the principles and practices of writing effective copy for SEO		X	X	X	
Ability to clearly articulate and guide others on how to communicate UCEM's sustainability ambitions	X			X	X
Understanding of the key communication strategies for B2C & B2B audiences	X		X	X	
Organisation, planning and project management skills	X		X		
Ability to use a website content management system		X	X		
Proofreading and copy checking skills	X		X	X	
Ability to measure and report on the effectiveness of activities and campaigns		X	X		
Skilled in using MS Office including Teams, Outlook, Word, Excel and PowerPoint	X		X		
Awareness of data protection and GDPR compliance requirements	X			X	
Other requirements or special requirements	Essential	Desirable	A	I	T
A passion and interest in the sustainability agenda	X		X	X	
Alignment to the UCEM core values of Passion, Integrity, Excellence and Support; all employees are expected to demonstrate our values at work: https://www.ucem.ac.uk/core-values/	X			X	
Commitment to delivering positive outcomes for our students; we want our students to be successful	X			X	

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You must be prepared to undertake compulsory online training should you be appointed; this includes Data Protection, Health & Safety, Safeguarding, Prevent, and Anti-bullying, Harassment and Sexual Misconduct	X			X	
Ability to travel to external events as necessary	X			X	

PAY & BENEFITS

- Salary £30,000 per annum.
- 26 days paid holiday (rising to 28 with service) plus paid bank/public holidays plus up to 5 paid closure days (typically between Christmas and New Year); all per holiday year Full Time Equivalent. Our holiday year runs from 1 August to 31 July. We also have a holiday buy and sell scheme in place. Sometimes UCEM does not need to close for 5 days per year and any balance, for example 1 day, can be used as a paid Wellbeing Day to take time out for your own physical or mental health.
- Pensions auto-enrolment to the People's Pension salary exchange scheme (the term we use for salary sacrifice). You may opt out of salary exchange but remain in the scheme, or you may choose to opt out altogether.
- Policies in place for all types of family-friendly statutory leave with enhanced pay available from day one of employment (in addition to statutory pay, where applicable).
- Wellbeing support and full access to the Employee Assistance Programme. This includes mental health support; several UCEM employees are trained Mental Health First Aiders.
- Car parking may be available at our Horizons office; this depends on your designated place of work and working pattern, as well as parking availability; you may ask to join the waiting list. Do not assume you will have parking when you start employment; you must plan for alternative travel to work if attending Horizons.
- Cycle to Work salary sacrifice scheme and access to Tax-Free Childcare (Government scheme).
- Life assurance cover.
- Employer-funded Health Cash Plan (Simplyhealth) and voluntary dental insurance (Unum).
- Charity giving options available including one voluntary paid day, per annum.
- As a UCEM employee you will have access to Microsoft Office 365 applications for personal use. You will also have access to range of lifestyle discounts (savings on everyday purchases) and access to two learning platforms.

On the Join the team page of our website, you will find the full list of employee benefits at UCEM

APPLICATION PROCESS

All job applications must be sent to recruitment@ucem.ac.uk and if you apply via a jobs board, please make sure you have sent all required documents otherwise we will be unable to consider your application.

Please send the following to recruitment@ucem.ac.uk (you will receive an auto-response):

1. Your up-to-date CV;
2. A covering letter or email message outlining your suitability* for the role; AND
3. A completed Recruitment Check Form which is available from the *Current vacancies* page of our website.

The above items constitute a complete job application. *We hope you take time to consider the UCEM values when you prepare your job application. You may also wish to consult our vision and strategy document: <https://www.ucem.ac.uk/our-vision/>

Internal applicants are advised to inform their line manager of their application.

NO AGENCIES: We are not using agencies for this vacancy and we cannot accept any CV submissions. Please do not contact us as we can only repeat this message.

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Informal discussion

If you are unsure whether to apply, perhaps because you do not meet all essential criteria, we encourage you to call the hiring manager to discuss this further (details below). If you are excited by this vacancy do not rule yourself out; it still might be worth applying.

For an informal discussion about the role please contact Kim Davies on 0118 467 2015 or email k.davies@ucem.ac.uk

For any other enquiries please contact HR on 0118 467 2433/2013 or email recruitment@ucem.ac.uk

Closing date and next steps

8 December 2022 at noon

HR will screen all applications in person and all applicants will receive a response confirming the status of their application. We value the time taken to make a job application and the interest shown in UCEM.

Interview details

Dates for interview will be advised to you later in the process.

Please indicate on your Recruitment Check Form any dates that you cannot make, up to 4 weeks from the closing date. This helps us to plan interviews should you be shortlisted, prior to contacting you.

Applications may be reviewed prior to the closing date and occasionally, you may be invited to interview ahead of the closing date.

Interviews are normally carried out over Zoom or Microsoft Teams, however we may invite you to visit our Reading office.

Please be prepared for a two-stage interview process, held on different dates. As part of the interview process, you will meet with a member of the Senior Leadership Team. Sometimes we may conduct a telephone interview at first or second stage.

Equality, diversity and inclusion

Here at UCEM we champion equality, diversity and inclusion in our workforce. We celebrate diversity and the strengths it brings to our staff body, our student community and our Board of Trustees, recognising that people are key to our success. Our aim is to attract, develop and retain a diverse workforce, therefore we welcome and encourage applications from all backgrounds.

Pre-employment checks

UCEM undertakes thorough pre-employment screening as part of its recruitment process. Given we have contracts with Government offices, we make sure our checks comply with the Baseline Personnel Security Standard (BPSS). Checks will include identity, right to work, basic disclosure criminal record check, and three years of employment history.