

# Job Description & Person Specification

Last updated: April 2019

Job Evaluated: 18 June 2018

## JOB DESCRIPTION

Post title:	<b>PPC and Marketing Insights Coordinator</b>		
Academic Unit/Service:	Communications and Marketing		
Faculty:	Engagement and Advancement		
Career pathway:	MSA	Level:	3
*ERE category:	N/A		
Posts responsible to:	Marketing Insight Analyst (level 4)		
Posts responsible for:	N/A		
Post base:	Office-based (see job hazard analysis)		

Job purpose
Support the Marketing Insight Analyst in carrying out marketing data analysis of a wide range of on and offline resources, as well as helping us to achieve our paid advertising objectives, meet or exceed campaign KPIs, deliver cost efficiencies and improve results from paid advertising channels.

Key accountabilities/primary responsibilities	% Time
<p>1. Support the implementation of the Paid Advertising strategy including the following responsibilities:</p> <ul style="list-style-type: none"> <li>○ In conjunction with the Marketing Insight Officer, set up and manage our paid advertising in the following online channels including but not limited to: <ul style="list-style-type: none"> <li>○ Pay per click (PPC)</li> <li>○ Social media – Facebook, Twitter, YouTube, Instagram etc</li> <li>○ Gmail Sponsored Promotions</li> <li>○ Third party sites</li> <li>○ Display</li> </ul> </li> <li>○ Build relationships with key third party websites and implement paid advertising where required. Eg UCAS, WhatUni etc.</li> <li>○ Build relationships with key media agencies for specialist offline advertising eg television, radio etc and if needed specialist channels in international markets. Ensure tracking and alignment with online activities is coordinated and measurable.</li> <li>○ Work with and inform internal content producers to improve their content for paid advertising for campaign alignment and conversions. Includes creating or improving landing page content and user journeys through corporate and faculty pages of the University of Southampton website.</li> </ul>	35 %

Key accountabilities/primary responsibilities	% Time
<ul style="list-style-type: none"> <li>○ Write concise, creative, campaign and advertising aligned copy.</li> <li>○ Work with the Marketing Operations teams and the Corporate web team to sign off copy.</li> <li>○ Update pages within the content management system (CMS)</li> <li>○ Work in conjunction with SEO activities relating to key University campaigns, to ensure paid and organic search work together.</li>   <li>○ Work on coordinated, cross department paid advertising processes and campaigns, to deliver key elements of the paid advertising strategy.</li>   <li>○ Deliver and manage the PPC generic bidding campaign. Work with the SEO Officer to advise on keyword optimisation and create a pipeline from paid to SEO for chosen keywords achieving the greatest results.</li> </ul>	
<p>2. Analysis and Reporting</p> <ul style="list-style-type: none"> <li>○ Use expert knowledge to work with stakeholders to clearly define campaign objectives and success criteria and measurement.</li>   <li>○ Maintain and iterate the paid advertising framework, tracking results and creating benchmarks for future activities.</li>   <li>○ Supported by the Marketing Insight Analyst, using tools such as Google Analytics and Google Ad Manager, devise and distribute regular reports to stakeholders covering the performance of their advertising. Include commentary around improvements and best practice.</li>   <li>○ Supported by the Marketing Insight Analyst, create template analysis reports for use by colleagues undertaking paid advertising and other campaigns, proactively providing advice and guidance on their use for results monitoring. Take a central view of all activity to ensure coordination of paid advertising activity across the University.</li>   <li>○ Assist the Market Insight Analyst in utilising various analytic tools, including Google Analytics, Google Tag Manager to measure marketing spend vs. ROI.</li> </ul>	30 %
<p>3. Advice and guidance</p> <p>Provide colleagues with advice and guidance to deliver paid advertising activities. Highlight activity that is underperforming and work with stakeholders to find and implement a way forward.</p>	10 %
<p>4. Service Line inbox</p> <p>To monitor the C&amp;M Service Line inbox, responding to queries in a timely and professional manner, directing queries to the relevant colleagues within the department, and escalating issues if and when appropriate to the C&amp;M Senior Management Team.</p>	10%
<p>5. Industry knowledge</p> <p>Keep abreast of the latest developments in paid advertising, introducing innovation and improving results often. Apply this knowledge to working practices to ensure the University's position is continually improved.</p>	10 %
<p>6. Any other duties as allocated by the line manager following consultation with the post holder.</p>	5 %

Internal and external relationships
Faculty/Schools, Professional Services and Communications & Marketing staff. Internal and external parties involved in web content and development.

## Special Requirements

There is a need for the post holder to be flexible to work occasionally outside normal hours, e.g. weekends to support the University's Open Days.

A willingness to travel is required as it may be necessary on occasion to participate at conferences and training events

## PERSON SPECIFICATION

Criteria	Essential	Desirable	How to be assessed
Qualifications, knowledge and experience	<p>Digital Marketing qualification (or equivalent experience – such as analytics qualification).</p> <p>Skill level equivalent to achievement of HNC, A-Level, NVQ3 with proven work experience acquired in relevant roles and job-related training.</p> <p>Ability to accurately analyse and interpret quantitative and qualitative data, presenting summary information in a clear and concise format.</p> <p>Ability to make effective use of standard office computer systems including word-processing and spreadsheets.</p> <p>Understanding of/willingness to learn about Google Analytics, Tag Manager, AdWords, or equivalent analytics software.</p> <p>Ability to interpret data and understand its implications from a commercial perspective.</p> <p>Experience of using and understanding of Content Management Systems.</p> <p>Financial administration/budget monitoring experience.</p> <p>Experience of brand management in a support role</p> <p>First level experience of setting up and managing paid advertising campaigns across multiple channels</p>	<p>Membership of relevant professional body.</p> <p>RSA II word-processing (or equivalent qualification or experience)</p> <p>Understanding of student marketing and the Higher Education sector</p> <p>Understanding of relevant University systems and procedures and procedures, and an awareness of activities in the broader work area</p> <p>Understanding of:</p> <ul style="list-style-type: none"> <li>• HTML</li> <li>• HTML5</li> <li>• CSS</li> </ul> <p>Experience of writing high quality, concise, accurate and creative copy for the web, to engage a range of audiences</p>	Application and interview
Planning and organising	<p>Ability to plan and prioritise a range of one's own, and the team's, standard and non-standard work activities.</p> <p>Ability to work on several projects/activities at one time</p> <p>Ability to respond to spontaneous requests from senior managers and re-prioritise workload</p> <p>Well organised</p> <p>Demonstrable experience at meeting deadlines</p> <p>Accuracy and attention to detail. Thorough and meticulous both when</p>	<p>Experience of agile working philosophy</p> <p>Experience in carrying out market research and competitor analysis</p>	Application and interview

	checking and reviewing content and set up.		
Problem solving and initiative	<p>Ability to identify and assist to solve problems by applying judgement and initiative to tackle some situations in new ways and by developing improved work methods.</p> <p>Confident at asking questions and seeking help and advice from colleagues when necessary</p> <p>Analytically minded.</p> <p>Self-learner with a passion for keeping abreast of the latest developments in paid advertising.</p>	Confidence to challenge existing practices and to offer ideas for improvement.	Application and interview
Management and teamwork	<p>Ability to solicit ideas and opinions to help form specific work plans.</p> <p>Ability to work independently and as part of a team.</p> <p>Ability to manage time appropriately to completed desired work.</p> <p>Excellent people skills and a helpful and supportive attitude.</p>	Experience in managing third party contracts/suppliers and procurement.	Application and interview
Communicating and influencing	<p>Ability to deal with sensitive information in a confidential manner.</p> <p>Excellent English written and verbal communication skills.</p> <p>Ability to communicate effectively in oral and written format.</p> <p>Excellent customer service approach</p>	<p>Able to make confident presentations to a range of different audiences.</p> <p>Able to explain the value of a brand to an organisation</p>	Application and interview
Other skills and behaviours	<p>Attention to detail</p> <p>Adaptable and flexible</p> <p>Self-motivated</p> <p>Creative and enthusiastic individual</p> <p>Ability to demonstrate alignment with the University's core values in all areas of work, and champion those behaviours</p> <p>A passion for paid advertising.</p>	<p>Experience of using Google Analytics and Google Search Console or similar web analytics tool.</p> <p>Some familiarity with a university environment and an understanding of the market positioning of a Russell Group university.</p> <p>Experience of various software packages including, Microsoft Office suite, Macromedia Fireworks and Adobe various.</p>	Application and interview
Special requirements	<p>Ability to work flexible hours on occasion (outside of 9 to 5), including evenings and weekends as necessary.</p> <p>Willingness to travel on occasion to attend training and appropriate events</p>		

## JOB HAZARD ANALYSIS

### Is this an office-based post?

<input checked="" type="checkbox"/> Yes	If this post is an office-based job with routine office hazards (eg: use of VDU), no further information needs to be supplied. Do not complete the section below.
<input type="checkbox"/> No	If this post is not office-based or has some hazards other than routine office (eg: more than use of VDU) please complete the analysis below. Hiring managers are asked to complete this section as accurately as possible to ensure the safety of the post-holder.

## - HR will send a full PEHQ to all applicants for this position. Please note, if full health clearance is required for a role, this will apply to all individuals, including existing members of staff.

ENVIRONMENTAL EXPOSURES	Occasionally (<30% of time)	Frequently (30-60% of time)	Constantly (> 60% of time)
Outside work			
Extremes of temperature (eg: fridge/ furnace)			
## Potential for exposure to body fluids			
## Noise (greater than 80 dba - 8 hrs twa)			
## Exposure to hazardous substances (eg: solvents, liquids, dust, fumes, biohazards). Specify below:			
Frequent hand washing			
Ionising radiation			
EQUIPMENT/TOOLS/MACHINES USED			
## Food handling			
## Driving university vehicles(eg: car/van/LGV/PCV)			
## Use of latex gloves (prohibited unless specific clinical necessity)			
## Vibrating tools (eg: strimmers, hammer drill, lawnmowers)			
PHYSICAL ABILITIES			
Load manual handling			
Repetitive crouching/kneeling/stooping			
Repetitive pulling/pushing			
Repetitive lifting			
Standing for prolonged periods			
Repetitive climbing (ie: steps, stools, ladders, stairs)			
Fine motor grips (eg: pipetting)			
Gross motor grips			
Repetitive reaching below shoulder height			
Repetitive reaching at shoulder height			
Repetitive reaching above shoulder height			
PSYCHOSOCIAL ISSUES			
Face to face contact with public			
Lone working			
## Shift work/night work/on call duties			