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| Last updated: | January 2023 |

**JOB DESCRIPTION**

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| Post title: | **Marketing Coordinator** | | |
| Standard Occupation Code: (UKVI SOC CODE) | TBC – Depends on Specialist Area and Key Accountabilities | | |
| Academic Unit/Service: | Global Recruitment & Admissions (GRA) | | |
| Faculty: | Student Experience Directorate (SED) | | |
| Career Pathway: | Management, Specialist and Administrative (MSA) | Level: | 3 |
| \*ERE category: | n/a | | |
| Posts responsible to: | Head of International Marketing | | |
| Posts responsible for: | n/a | | |
| Post base: | Office-based (see job hazard analysis) | | |

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| Job purpose |
| To support the entry to market of our new online education provision, working with our online education partner to ensure they have the necessary resources to deliver effective and joined up marketing campaigns.  The postholder will also ensure the provision of comprehensive, effective and efficient administrative support in the delivery of an international marketing plan which will include the full marketing mix. The work will support the delivery international marketing campaigns and the work of our International Office colleagues in country. Apply judgement and provide advice and guidance as required. |

| Key accountabilities/primary responsibilities | | % Time |
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|  | Co-ordinate marketing support for our online education partner, including ensuring templates and assets are well organised, up to date and easy to locate. Co-ordinate sign off of new materials, organise photo/video shoots as necessary. Communicate updates to messaging, visual identity and tone of voice. | 40 % |
|  | To implement marketing and communication activities as part of a marketing plan, following direction from the Marketing Manager and in collaboration with members of the wider marketing teams. Taking ownership of allocated activities as well as coordinating and facilitating other activities as identified in the plan.  Delivery of tasks will be via the most appropriate marketing channels and through a mixture of facilitation and implementation, ensuring on-time delivery and stakeholder satisfaction.  Marketing channels will include but are not exclusive to:  Advertising (online and printed)  Publications (online and printed)  Digital (including web & social media)  Third party aggregators  Press & PR Event support (marketing collateral not logistics) | 20% |
|  | To undertake research and perform detailed analysis, manipulation and interpretation of specialised data to create reports and highlight and prioritise issues. | 15% |
|  | To maintain operational marketing plans and provide accurate information and records to the Marketing Manager and other managers as required. To review procedures and processes, ensuring they are fit for purpose and maximise efficiency, making recommendations for improvements where identified and implementing agreed change. | 10 % |
|  | To undertake Business World financial administration processes and provide support to management with budget monitoring processes. | 5 % |
|  | Contribute, as a member of the Student Recruitment Marketing and Events Team towards broader initiatives to ensure and implement an excellent applicant and student experience.  Participate in cross-functional activities such as international student registration, open days and student recruitment events, confirmation and clearing. | 5 % |
|  | Any other duties as allocated by the line manager following consultation with the post holder. | 5 % |

| Internal and external relationships |
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| * Work collaboratively with colleagues within the Faculty, Communications & Marketing and other Professional Services. * Liaise with external suppliers such as design agencies, printers, film providers, etc. |

| Special Requirements |
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| Frequent evening and weekend work in line with University calendar.  A willingness to travel within the UK with the occasional overnight stay.  Demonstrate Southampton University behaviours (Embedding Collegiality – see below). |

**PERSON SPECIFICATION**

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| Criteria | Essential | Desirable | How to be assessed |
| Qualifications, knowledge and experience | Skill level equivalent to achievement of HNC, A-Level, NVQ3 with proven work experience acquired in relevant roles and job-related training.  Ability to accurately analyse and interpret quantitative and qualitative data, presenting summary information in a clear and concise format.  Ability to make effective use of standard office computer systems including word-processing and spreadsheets. | Relevant degree (or equivalent marketing qualification or experience).  RSA II word-processing (or equivalent qualification or experience)  Financial administration/budget monitoring experience.  Understanding of student marketing and the Higher Education sector  Understanding of relevant University systems and procedures and procedures, and an awareness of activities in the broader work area | Application |
| Planning and organising | Able to plan and prioritise a range of one’s own, and the team’s, standard and non-standard work activities.  Ability to work to strict deadlines and manage several projects/activities at one time |  | Application/  interview |
| Problem solving and initiative | Able to identify and solve problems by applying judgement and initiative to tackle some situations in new ways and by developing improved work methods. |  | Application/  interview |
| Management and teamwork | Able to solicit ideas and opinions to help form specific work plans.  Ability to work independently and as part of a team.  Ability to manage time appropriately to completed desired work.  Excellent people skills and a helpful and supportive attitude.  Able to work across teams, and liaise confidently with colleagues at all levels |  | Application/  interview |
| Communicating and influencing | Ability to deal with sensitive information in a confidential manner.  Excellent English written and verbal communication skills.  Ability to communicate effectively in oral and written format. | Able to make confident presentations to a range of different audiences. | Application/  interview |
| Other skills and behaviours | Attention to detail  Adaptable and flexible |  | Interview |
| Special requirements | Frequent evening and weekend work in line with University calendar.  A willingness to travel within the UK with the occasional overnight stay. |  |  |

**JOB HAZARD ANALYSIS**

**Is this an office-based post?**

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| 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. |
| 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.

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| **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 |  |  |  |

Appendix 1. Embedding Collegiality

Collegiality represents one of the four core principles of the University; Collegiality, Quality, Internationalisation and Sustainability. Our Southampton Behaviours set out our expectations of all staff across the University to support the achievement of our strategy.

