

Senior Marketing Communications Officer Job Description

Department	Marketing
Location	St Katharine Docks, London
Term	Full-time, permanent
Salary	£35,000 - £39,000
Benefits	Generous benefits package including 25 days holiday allowance (excl. Bank holidays), group life assurance, group income protection, pension schemes and private healthcare (optional)
Reports to	Head of Marketing Communications & Content
Start date	4 th December 2024

This role supports the Head of Marketing Communications & Content in the development and implementation of the marketing plan for the university, and focuses on the creation and delivery of marketing communications to achieve the university's strategic goals.

You will be responsible for managing key marketing projects from brief through to evaluation, aligned to the business needs of the university and the communications needs of our external audiences.

You'll plan and coordinate insight-informed marketing communications and content tailored to the university's target audiences (including prospective students, parents, current students, alumni and staff) across the full channel mix.

You'll lead on the creation and delivery of marketing conversion campaigns and collateral that maximise conversion at every step of the student journey, from initial enquiry to enrolment, ensuring relevant and timely messaging engages each audience segment.

You'll oversee written and visual content curation, adapting tone, style and messaging to ensure relevance, appeal to audience segments, and appropriateness to channel. You'll ensure content is engaging, accurate and informative, using exceptional understanding of the university and its proposition, USPs and degree programmes, combined with your initiative and independent research, to maximise the impact of our content.

You'll work closely with your colleagues in the marketing, admissions, recruitment and visa & immigration compliance teams to understand annual requirements and translate these into engaging and motivating marketing communications and content. You will also be responsible for ensuring brand integrity and consistency across all channels.

Your objectives will be to support the delivery of student recruitment targets across the undergraduate and postgraduate portfolio, and increase brand awareness across a wide range of stakeholders, and your role will be integral in supporting the achievement of KPIs.

DUTIES AND RESPONSIBILITIES

- Developing, delivering and evaluating the **annual marketing plan** to support a designated business portfolio (eg undergraduate recruitment, postgraduate recruitment) aligned to business and marketing objectives
- Manage the origination, creation and execution of **print materials and direct mail campaigns** for prospective student nurture and conversion campaigns at undergraduate and postgraduate level, tailoring messages to audience segments and defined phases in the recruitment cycle.
- Define, disseminate and apply identifiable **annual campaign designs** for each cohort, for use across all media (print, email, landing pages, etc.) to ensure a unified approach across operational functions and a visually consistent look and feel for all students throughout the funnel in each recruitment cycle.
- Lead the **creation of marketing materials** required to support student recruitment and events teams in the field and to deliver on campus initiatives (e.g. exhibition stands, banners, brochures, branded items), engaging with relevant stakeholders in the recruitment team throughout the year to enhance output and outcomes.
- Manage the university's **annual budgets** for marketing print and production, ensuring best value for money by managing and negotiating with suppliers.
- **Manage agencies and freelancers** on a day to day basis (including design agencies, printers and fulfilment houses) to deliver projects.
- Oversee the university's **catalogue of promotional materials**, creating and updating a catalogue of items including product descriptions, costs and purpose, monitoring stock levels, and placing orders to restock items when appropriate.
- Create and maintain engaging, accurate and up-to-date **copy and content** for use across digital channels (e.g. NULondon.ac.uk, third party listings and events websites) ensuring compliance with the Competitor Markets Authority (CMA) guidelines and NU London brand guidelines, including the use of third-party sites for advertising via email, featured profiles, and any other appropriate products, liaising with the Digital & Performance Marketing team who manage these channels.
- Work with the Digital & Performance Marketing team and agencies to develop **advertising creative assets** in a range of formats that lead to efficient conversion of appropriate leads.
- Develop and maintain the university's **online visual assets library** of photos and videos, ensuring assets are appropriately tagged and catalogued to enable efficient locating when required.
- Support the Head of Marketing Communications & Content as the university's **brand guardian**, developing, interpreting and communicating brand and style guidelines across the university, and ensuring brand and tone compliance across all communications and channels, liaising with colleagues at Northeastern University and training NU London staff and stakeholders, as and when appropriate.
- Support the Head of Marketing Communications & Content with the ongoing development of the **university's key messaging framework**, collaborating with stakeholders across London and Northeastern's Global Campus Network to refine and evolve messaging aligned to the university's strategy.
- **Assist the admissions, recruitment and marketing teams** with ad hoc events, campaigns, clearing, and communications as and when necessary, which may include evenings and weekends.
- Responsible for ensuring all emails in **marketing shared inboxes** are responded to and dealt with within a reasonable timeframe
- Any other ad hoc projects and tasks commensurate with the role.

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About the University

Founded in 2012, Northeastern University London (formally known as New College of the Humanities) has established itself as a prestigious higher education institution based in the heart of London. After becoming part of Northeastern University's global network in early 2019, the College has undergone a period of rapid growth, having been granted Taught Degree Awarding Powers in February 2020 and moved to a new, state-of-the-art campus in 2021. NU LDN continues to grow further expanding its student cohort, courses, network, and opportunities.

Skills, knowledge & experience

- Marketing or communications related degree or equivalent (eg CIM)
- Experience in a marketing role and utilising the full marketing mix, preferably within the higher education sector.
- Experience of annual marketing planning and budget management
- Experience of interpreting and utilising customer insight to inform marketing decision making
- Experience in the origination, briefing and production of marketing content and communications, consistent with a unified brand, across a range of channels (e.g. print materials, email, website, social media).
- Experience of managing complex marketing projects with a range of stakeholders and deadlines.
- Experience of managing third parties and agencies, including creative partners and print fulfilment
- Experience of using email and CRM systems for marketing engagement
- Ability to work with multiple audience segments and customer journeys to ensure relevance to target audience, appropriateness of messaging, optimise effectiveness, and brand compliance, across all segments.
- Ability to build and maintain strong relationships with colleagues and influence a wide range of stakeholders across all levels of the organisation.
- Ability to manage multiple projects, with strong time management and prioritisation skills
- Understanding of the UK higher education sector context with experience of applying the Consumer Markets Authority (CMA) guidance and regulatory compliance.

Enquiries

Informal enquiries may be made to Martin Briggs-Willis (martin.briggs-willis@nulondon.ac.uk). However, all applications must be made in accordance with the application process specified.

Application Process

Applications should be made via [this link](#) by **23:59 on 6 October 2024**. Please reference your application **SMCO0924**.

Applications must include a covering letter of no more than one page and a full curriculum vitae.

Interviews are expected to take place on weeks commencing **23 October 2024**.

Please note this role may require a basic or enhanced DBS check. Please note this role may require a basic or enhanced DBS check. Our organisation acknowledges the duty of care to safeguard, protect and promote the welfare of our students and staff, and is committed to ensuring safeguarding practice

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reflects statutory responsibilities, government guidance and complies with best practice and Ofsted requirements. You must adhere to the above if you are offered a role with NU London.

Participation in the equal opportunities section is encouraged, but voluntary. Applications are welcome from all sections of the community and will be judged on merit alone. We welcome applications from underrepresented groups. Candidates must be able to demonstrate their eligibility to work in the UK in accordance with the Immigration, Asylum and Nationality Act 2006.