Northeastern University London

Marketing Officer

Job Description

POSITION OVERVIEW

Department	Marketing, Admissions, Recruitment & Visa Compliance (MARV)
Location	Devon House, London (Hybrid role)
Term	Full Time; Permanent
Salary	Up to 35,000, depending on experience
Benefits	Generous benefits package including 25 days holiday allowance pro rata (excl. Bank holidays), group life assurance, group income protection, pension schemes and private healthcare (optional)
Start	ASAP

This new, part-time role is ideal for someone looking for a marketing communications role which allows them the flexibility to combine part-time work with other interests or responsibilities. The aim of the role is to support the Head of Marketing and Marketing Manager with the creation and delivery of marketing content and communications in collaboration with a wide range of stakeholders across the University.

Reporting to the Marketing Manager, you'll be part of a small, motivated team with accountability for the full marketing mix across the University's entire portfolio of educational programmes. Your specific focus will be on providing marketing support to our' internal clients'. You'll liaise with 'clients' across the University to understand their departmental marketing and communications requirements, and translate their briefs into engaging, professional and on-brand content and communications. You'll need excellent relationship building and influencing skills, and act as a brand champion to ensure brand compliance, consistent quality and accuracy across all content and communications. You'll also support our internal clients with systems access and training in our marketing systems and platforms.

Please note that experience with Hubspot and Wordpress are not required but preference will be given to those applicants who have experience working with these systems.

Duties and Responsibilities

- Develop and deliver marketing activity relating to the University's apprenticeship degree programmes; liaising with the EDGE team to understand requirements and create and distribute engaging, timely, on brand and relevant content and marketing communications and campaigns.

- Create and maintain high quality, accurate and engaging print materials and online content (in accordance with the Plan) for the Admissions, Recruitment and Visa teams, ensuring all materials are in compliance with brand guidelines (e.g. presentations, posters, leaflets, etc.)

- Collaborate with the Global Experience and Events team to develop high quality, on brand, content, collateral and communications, and deploy these internally or externally as appropriate.

- Work closely with Student Support & Development and Registry teams to ensure all printed materials and collateral are on brand, compliant, and delivered on time.

- Support the Quality team with ongoing development and maintenance of the online Academic Handbook (e.g. troubleshooting, creating templates and uploading documents).

- Manage the University's library of promotional films, ensuring that all videos are correctly tagged, formatted, and subtitled, ready for distribution across a range of platforms.

- 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.

- Support the Marketing Manager with the creation of high quality, compelling video and still photographic content, providing creative, logistics and administrative support before and during film and photo shoots.

- Coordinate regular and ad hoc direct marketing mail drops (prospectuses, postcards, posters, etc.) briefing and managing student ambassadors to assemble mailing packs in accordance with requirements and distribute via post.

- Maintain all professional and academic staff biographies on the University's website, using WordPress, ensuring that they are kept up to date.

- Support the Marketing Manager in the execution of large-scale campaigns (e.g. Essay Competition, Digital Futures) providing administrative and logistical support.

Other ad hoc duties:

- Assist with the creation and maintenance of ad hoc web pages

- Participate in ad hoc promotional events, campaigns, clearing, as and when necessary, which may include evenings and weekends.

- Writing and editing copy for a range of internal and external audiences, across a range of channels

About the University

Founded in 2012, Northeastern University London (formerly 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 Universityhas undergone a period of rapid growth, having been granted Taught Degree Awarding Powers in February 2020 and moving to new premises in 2021. NU London continues to grow taking in more students year on year, further expanding its courses, network and opportunities.

Person Specification Criteria (Essential / Desirable)

- Experience managing the development and delivery of marketing communications across a range of channels (E)
- A positive attitude, strong work ethic, and adapt and solve problems (E)
- Good organisational skills, the ability to time manage and prioritise workload (E)
- Demonstrable ability to write engaging, articulate, fluent and grammatically correct communications tailored to different audiences (E)
- Skills in taking complex and voluminous information and summarising the key themes and points in brief, compelling, and easily understood prose (E)
- Strong relationship building and influencing skills (E)
- Understanding of the University admissions process and regulatory requirements (D)
- Understanding of the CMA guidance that applied to the higher education sector (D)
- An undergraduate degree in the humanities or modern languages (D)
- Experience in marketing copywriting (D)
- Experience in content creation in a commercial environment (D)
- Experience of working with designers and brand guidelines to ensure creative assets and consistent and conform to brand standards (D)
- Proven ability to communicate and work with a wide range of personalities at all levels across various functions to achieve a desired outcome (D)
- Experience working with Hubspot and Wordpress (D)
- Experience working within a matrix organisation or project (D)

Application Process

Applications should be made via **this link** by 20:00 on **8th Feb 2023.** Please reference your application "**MO0922**". Participation in the equal opportunities section is encouraged, but voluntary.

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

Applications are welcome from all sections of the community and will be judged on merit alone. Candidates must be able to demonstrate their eligibility to work in the UK in accordance with the Immigration, Asylum and Nationality Act 2006.