

JOB DESCRIPTION
Marketing Officer (FASS) – Marketing, External Relations
Vacancy reference: 0189-24

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| Job Title: Marketing Officer (FASS) | Present Grade: 6P |
| Department/College: Marketing Office, External Relations | |
| Directly responsible to: Marketing Manager (FASS) | |
| Supervisory responsibility for: 2 x Marketing Coordinators | |
| Other contacts | |
| Internal: Central professional services staff, Senior Management Team, ISS, Facilities and Library staff, faculty and departmental staff, LUSU | |
| External: External agencies, suppliers and providers, other institutions and organisations as appropriate | |
| <p>The Marketing Officer (FASS) will join a team of marketing, communications and recruitment professionals who are tasked with attracting and converting high-calibre applicants to Lancaster University. Reporting to the Marketing Manager for the Faculty of Arts and Social Sciences (FASS), the role-holder will be responsible for delivering the Faculty’s subject level marketing plans and campaigns for student recruitment to ensure that the Faculty’s student recruitment targets are met.</p> <p>Duties will include:</p> <ul style="list-style-type: none"> • Co-ordinate and implement a broad range of marketing activities, both on- and off-line, to support subject level student recruitment for the Faculty as directed by the Faculty Marketing Manager. • Ensure that Faculty marketing campaigns, information and materials are consistent with the procedures and standards of the University, including brand guidelines, accessibility and diversity, and comply with relevant legislation such as ASA, CMA and GDPR. • Project manage work from external agencies, including subject level advertising campaigns and marketing collateral, ensuring projects are delivered to a high standard and meet deadlines, budget and objectives. • Adopt a One Lancaster approach including working collaboratively at all times and contributing to effective working and sharing of best practice across central professional services, faculties and teams. • Undertake regular professional development and horizon scanning, both within and outside the HE sector, to maintain knowledge of new and emerging marketing techniques and digital platforms. • Line management of the Faculty Marketing Coordinators. <p>Marketing Campaigns</p> <ul style="list-style-type: none"> • Implement integrated in-house advertising campaigns and outsource campaigns for subject level student recruitment across multiple channels as directed by the Faculty Marketing Manager. Including but not limited to, digital display advertising, paid and organic social media campaigns, paid search, and email marketing campaigns with external suppliers of prospect leads. • Ensure target audiences for marketing campaigns are appropriately segmented, including the use of geographic and demographic profiling, subject of interest categorisation, as well as audience personas. • Ensure marketing campaigns are delivered to brief, including meeting agreed deadlines, budget and objectives. • Monitor the performance of live marketing campaigns to optimise results, especially calls to action and conversion goals. Conduct data-driven post-campaign evaluation to determine return on investment and recommendations for future activity. | |

Product marketing

- Coordinate product marketing across the team to ensure consistency and high quality of product messaging and content (such as student profiles, alumni case studies, photos, videos etc).
- Produce engaging subject level marketing collateral, including but not limited to: video, photography, animation, gifs and infographics.
- Write and edit persuasive copy of a professional standard for both print and digital channels.
- Create engaging and effective campaign landing webpages with clear calls to action and conversion goals.
- Maintain a repository of subject level digital content within the University's online media library.

Brand

- Alongside colleagues in the Faculty Marketing Team, manage the Faculty Marketing email inbox to respond to requests for brand collateral and marketing advice and guidance, directing requests to relevant team members where required and taking a lead on enquiries relating to marketing campaigns for student recruitment.
- Manage brand collateral for the Faculty and its departments including logos, templates and guidelines to ensure these are consistent with the University brand.
- Any other duties consistent with the nature and grading of the role as agreed

Please note: This post may require you to work some weekends and evenings to provide marketing support for recruitment events. During the Clearing and Confirmation period – usually the latter end of August around A level results day, leave is restricted.