

# JOB DESCRIPTION

**Marketing Coordinator (Copywriting) – Marketing Office, External Relations**   
**Vacancy Ref: 0497-24**

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| **Job Title:** Marketing Coordinator (Copywriting) | **Present Grade:** 5S |
| **Department/College:** Marketing Office, External Relations | |
| **Directly responsible to:** Campaigns Manager | |
| **Supervisory responsibility for:** N/A | |
| **Contacts  Internal:** External Relations Division, Senior Management Team, ISS and Library staff, faculty and departmental staff **External:** External agencies, suppliers and providers, other institutions and organisations as appropriate | |
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| **Duties:** To create engaging copy and content for use across all aspects of the Marketing Office’s student recruitment marketing.  Responsibilities will include:   * Work as part of the Campaigns Team to develop content plans and schedules for content marketing, including the use of audience segmentation, marketing personas and content journeys. * Create compelling copy and content for the University website, especially the Study at Lancaster section, contributing to an optimal user experience. * Work as part of the Campaigns Team to develop creative and compelling marketing copy for student recruitment advertising campaigns, organic social media campaigns and paid profiles on external websites and platforms. * Support the Marketing Officer in writing, editing and proofreading copy for printed marketing assets such as prospectuses, guides and leaflets. * Work with the Marketing Communications Coordinator to write copy and gather content for engaging email communications, allowing for audience segmentation pre- and post-application. * Work with colleagues across the University to gather student testimonials and graduate success stories to support student recruitment campaigns and communications. * Work as part of the Campaigns Team to deliver photography and videography projects. * Support the Campaigns Manager with the compilation, editing and proofreading of league table submissions. * Develop a bank of marketing copy and campaigns messaging for use across various marketing channels. * Develop and maintain a house style and tone of voice guide for copywriting for student recruitment marketing. * Assist colleagues in the wider Marketing Office and student recruitment teams with copywriting and proofreading support. * Carry out desk research and make use of professional networks and professional development opportunities to inform evidence-based content and copy development. * Ensure marketing copy is accurate, up to date and adheres to CMA and ASA compliance legislation. * Evaluate the performance of marketing content and copy, making recommendations for improvements. * Help to manage the Marketing Office inbox requests, directing requests to relevant team members where required. * Undertake any other tasks required as commensurate with the grade of the post.   This post will require you to work during the clearing and confirmation period – usually mid-August around A level results day. Leave during this period will be restricted. | |