

Job Description

Post/job title:	Marketing Communications Coordinator (Part-Time)
Ref:	348
Location:	Studland House, Lansdowne Campus
Professional Service:	Marketing & Communications
Group/Section:	UK Marketing & Student Recruitment Team
Normal Hours Per Week:	0.6 FTE
Grade:	4
Accountable to:	UK Marketing & Student Recruitment Manager
Special conditions:	Flexible approach and additional hours occasionally required

Job Purpose

The postholder will support the development and implementation of BU's student recruitment marketing and communications activities, aimed at attracting and engaging prospective undergraduate and postgraduate students to support the achievement of the University's student recruitment targets.

The role will be responsible for developing outstanding, innovative and creative content as well as providing support, notably digital and design, for online and offline marketing and communications campaigns. This includes content on BU website, external sites, social media, email and printed publications.

Main Responsibilities

1. Support the Marketing Communications Officers in the development of targeted and compelling integrated campaigns and communications for all student recruitment audiences.
2. Help maintain accurate, compelling and up-to-date content on the BU web pages and BU's external institutional profiles, monitoring performance and suggesting improvements.
3. Ensure web pages convey agreed key messages and campaign information and are integrated with offline campaigns.
4. Write relevant and engaging copy for a variety of audiences and platforms, considering the needs of all audiences, including underrepresented groups in HE.
5. Coordinate the development of visually appealing print and digital assets, such as leaflets, digital banners, videos and imagery, ensuring they align with BU's brand guidelines.
6. Support the production of electronic mailshots using Dotdigital, including the creation of assets.
7. Use and develop in-house templates alongside brand guidelines to produce promotional materials, including posters, leaflets and postcards.

8. Recruit, select and train BU student ambassadors to share the student voice with prospective students through rich content. Support the development and implementation of editorial plans for student generated content using appropriate platforms and ensuring effective promotion.
9. Support the development of targeted, personalised and engaging relationship marketing communications for all student recruitment audiences to maximise conversion from enquiry to enrolment, analysing activity with the support of the CRM system.
10. Develop and maintain close relationships with key recruitment teams across M&C including the Future Students Enquiry Service, Social Media, Events, Faculty and Schools Liaison Team.
11. Work flexibly, including occasional evenings and weekends, to support student recruitment events and wider university marketing activities.
12. Undertake any other relevant duties as required by the UK Marketing & Student Recruitment Manager.

Organisation Structure

M&C is responsible for the University's strategic marketing, student recruitment, information and research, corporate and internal communications

The Marketing Communications Coordinator reports to the UK Marketing & Student Recruitment Manager.

Contacts

Internal All staff across BU and students.

External Prospective UK students, alumni, staff from other Higher and Further Education Institutions, schools, colleges, academies and their representatives, external marketing communications agencies.

Challenges

- Communicating effectively with colleagues at all levels across the University
- Working to tight deadlines
- Organising and prioritising a large workload whilst maintaining attention to detail
- Producing consistently engaging online and offline content aimed at different stakeholder audiences, meeting different objectives

Information Governance Responsibilities

Data User

i. Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

Safeguarding and Regulated Activity

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an offence to apply for and perform the role, if a person is barred from engaging in

regulated activity. Further information is available in BU's Safeguarding Policy and Suitability Statement on the Recruitment and Employment of Ex-offenders.

Additional Information

The post holder must at all times carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

All employees have an obligation to be aware of the University's Environmental Policy, Carbon Management Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmental responsible manner.

March 2025



Person Specification

Post / Job Title: Marketing Communications Coordinator (Part-Time)	Post No: 348
School / Professional Service: Marketing & Communications	Date: March 2025
SELECTION CRITERIA	Essential / Desirable
Knowledge (including experience & qualifications)	
Good standard of education e.g. A-levels or equivalent (work experience will also be applicable and can substitute for qualifications)	E
Experience of working in a marketing or communications role or environment.	E
Editorial experience of conveying subject matter concisely and compellingly	E
Knowledge and experience of online marketing and the use of social media as a marketing tool	E
Knowledge and experience of rich media production and multi-media editing, i.e. videos, photography	D
Experience of using web content management systems	D
Experience utilising a CRM system and email marketing tools	D
Experience of coordinating tasks and meeting deadlines	E
Experience of working with print and design	D
Experienced and confident internet and IT systems user	E
Familiarity with the HE environment	D
Skills	
Excellent interpersonal skills, able to communicate clearly and concisely with a wide range of people at different levels	E
Strong organisational and coordination skills with the ability to successfully prioritise	E
Proven, effective written communication skills, in particular for online environment	E
Ability to meet deadlines in a pressurised environment	E
Attributes	
Accurate with close attention to detail	E
Personable and confident	E
Proactive approach with ability to work unsupervised	E
Motivated self-starter with initiative	E
Persistence and ability to complete tasks	E
Flexible approach to working as part of a team	E
Commitment to delivering Service Excellence	E