

Job Description

Post/Job Title: Marketing Coordinator

Job Reference Code:	845
Faculty / Professional Service:	Marketing, Recruitment & Communications
Group/Section:	Brand & Marketing
Location:	Studland House, Lansdowne Campus
Normal Hours per week	Full-time
Grade:	4
Duration (if temporary):	N/A
Accountable to:	Marketing Manager
Special conditions:	Flexible approach and additional hours will be required to support content coverage at key events in evenings and weekends.

Job purpose:

The **Marketing Coordinator** supports the delivery of Bournemouth University's content marketing strategy by assisting in the creation, coordination, and publishing of engaging and accurate content across the university's website, course pages (ensuring compliance with consumer protection laws and CMA guidelines), virtual tours, social media channels and other digital platforms. Reporting to one of our Marketing Managers the postholder works closely with the Marketing Officers and the wider marketing team to ensure the smooth delivery of campaign and brand content bringing BU to life through engaging storytelling, creative campaigns, and data-informed content design.

This is a hands-on role suited to someone with strong content skills and a keen eye for detail, who enjoys working in a fast-paced, creative and innovative environment. The postholder will play a key role in supporting content delivery across a range channels, working closely with Student Recruitment Campaigns teams and the rest of the Creative team to ensure Bournemouth University's content is timely, consistent, and impactful.

Main responsibilities

Strategic Marketing Planning & Delivery

1. Work alongside the Marketing Officers and Managers to support product marketing across a specific portfolio of courses, shaping course propositions, developing compelling, differentiated offerings that respond to market insight, competitor behaviour, audience needs, and recruitment objectives.
2. Contribute to, shape and deliver against editorial calendars, ensuring campaign integration and cross-channel storytelling.
3. Work collaboratively with faculties and other internal departments, campaign managers and communications teams to develop content that supports marketing, recruitment, and brand-building objectives.

Content Strategy & Creation

4. Create engaging, accessible, and SEO optimised content for BU's digital platforms, using various formats, including copy, articles, video, social media, and multimedia storytelling.
5. Ensure content aligns with BU's policies, tone of voice and style guide, brand guidelines, and content strategy. Act as a brand champion and support proofreading.
6. Work collaboratively with digital, campaign and creative teams to develop content that supports marketing, recruitment, and brand-building objectives ensuring integration across platforms.

7. Utilise creative tools such as Capcut/Canva/Bynder to undertake basic creative development – design and video production that conforms to platform best practices and is aligned to the BU brand.
8. Use content planning and scheduling tools for digital platforms and social media (Hootsuite) to maximise the impact and return for our content

Collaboration & Engagement

9. Maintain relationships with key stakeholders and teams to act as subject matter experts for specific BU functions, faculties or departments and to ensure content remains relevant and up-to-date.
10. Manage incoming requests and content publishing queues, ensuring timely updates across all digital channels.
11. Act as a subject matter expert for some of our digital channels and/or processes, supporting others in the wider team.
12. Work closely with the Digital Product Manager and Digital Development team to optimise content within CMS guidelines.

Audience Insight & Performance Optimisation

13. Use analytics and audience insights to assess the impact of our marketing activities, ensuring impact against defined objectives and driving continuous improvement.
14. Document content performance insights, ensuring learnings are applied to future campaigns and strategies.

Innovation & Continuous Improvement

15. Champion innovation in content marketing by exploring new formats, storytelling techniques, and emerging digital trends.
 16. Ensure compliance with public sector accessibility standards, consumer protection laws, and CMA guidance for universities.
 17. Perform other duties as required.
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Contacts

Internal

Marketing, Recruitment & Communications teams, faculties, and departments across BU

External

Agencies, freelancers, digital partners, and media platforms

Additional information

Safeguarding and regulated activities

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.

Data User

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

NB:

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.

BU is an equal opportunities employer which values a diverse workforce. The post holder must at all times carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

Our highly skilled and creative workforce is comprised of individuals drawn from a broad cross section of the globe, and who reflect a variety of backgrounds, talents, perspectives and experiences to build our global learning

community. Through fused activity, the post holder must have an understanding of and commitment to promoting a global outlook.

All employees have an obligation to be aware of the University's Sustainability Policy, Climate and Ecological Crisis Action Plan, Travel Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmentally responsible manner and inspire students to do the same.

Person Specification: Marketing Coordinator

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Post number:

Faculty/service: Marketing, Recruitment & Communications

Date: August 2026

Selection criteria

Knowledge (including experience & qualifications) – **Essential**

- Educated to degree level in marketing, communications, or a related field, or equivalent relevant experience.
- Marketing communications, digital or related experience
- Demonstrable grasp of content marketing principles, copywriting and design in a large and complex organisation. Understanding of multi-channel distribution, and audience engagement strategies.
- Knowledge of digital marketing tools and content management systems with an appreciation of the importance of search engine optimisation, social media strategies, and the use of analytics to optimize content performance.
- Experience or understanding of collaborating with creative teams (writers, designers, video producers) and external agencies.

Knowledge (including experience & qualifications) – **Desirable**

- Familiarity with some of the standards applicable in this role such as website accessibility, consumer protection, and the Competition and Markets Authority (CMA) guidelines.
- A passion for the value of Higher Education and a grasp of some of the sector challenges and opportunities.

Skills – **Essential**

- Strong writing, editing and proofreading skills with a good attention to detail and proactive approach to ensuring content accuracy.
- Strong organisational skills, with the ability to manage multiple projects and a demanding workload with tight deadlines, including consideration of other partners and stakeholders in projects.
- Eagerness to learn and develop content marketing and digital communication skills and be innovative in responding to new and evolving digital and social trends.
- Strong interpersonal and communication skills, with the ability to engage with stakeholders and colleagues as part of functional and project teams.
- Collaborative team player with strong interpersonal skills as well as ability to work independently whilst responding to direction and feedback constructively.
- Ability to interpret and creative briefs, responding with content proposals and defined objectives in a timely and proactive manner.
- Strong competency with Microsoft Office suite and/or online tools and technology to support efficient content production and workflow.

Skills – **Desirable**

- Ability and experience of working with content management systems, social media planning and delivery platforms and related technical solutions.
 - Basic image and video editing and production skills (e.g. using Adobe suite or Canva).
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Attributes – **Essential**

- Passion for creative storytelling and innovative content creation with a focus on engaging audiences.
- Attention to detail and an appreciation for the importance in reflecting BU's brand and values.
- Adaptable and resilient, able to thrive in a fast-paced environment with shifting priorities.
- Strong interpersonal skills to work effectively with internal teams and external partners.
- Problem-solving and initiative-driven, with a creative 'can do' approach.
- Self-driven and proactive, with a professional approach and credibility.
- Appreciation of our audiences and the importance of content being created with their needs in mind.