

Job Description

Post/job title:	Marketing Campaigns and Communications Coordinator
Ref:	POSN109360
Location:	Studland House, Lansdowne Campus
Professional Service:	Marketing & Communications
Group/Section:	Student Recruitment and Campaigns
Normal Hours Per Week:	Full-Time
Grade:	4
Accountable to:	Marketing Campaigns and Communications Manager
Special conditions:	Flexible approach and additional hours occasionally required

Job Purpose

The postholder will support the delivery and coordination of BU's integrated student recruitment marketing and communications campaigns and 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 marketing materials and communications for online and offline marketing and communications campaigns, in line with brand guidelines and strategic goals, to enhance prospective student engagement and conversion.

Main Responsibilities

Campaign Coordination

1. Support the Marketing Campaigns and Communications Officers in the development of targeted and compelling integrated campaigns and communications for all student recruitment audiences.
2. Liaise with creative agencies and internal teams to coordinate the development of visually appealing print and digital campaign assets, such as leaflets, digital banners, videos and imagery, ensuring they align with BU's brand guidelines.
3. Help maintain accurate, compelling and up-to-date content on BU's external institutional profiles, monitoring performance and suggesting improvements.
4. Ensure web pages convey agreed key messages and campaign information and are integrated with offline campaigns.

Email Marketing, CRM and Copywriting

5. Write relevant and engaging copy for a variety of audiences and platforms, considering the needs of all audiences, including underrepresented groups in Higher Education.
6. Support the production of electronic mailshots using Dotdigital, including coordinating the creation of assets.

7. 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.

Audience Expertise and Stakeholder Collaboration

8. Work closely with the Campaigns & Communications Officers and wider M&C colleagues to ensure campaign activity is well integrated and aligned with content and brand strategies.
9. Support the coordination of internal stakeholder contributions to campaigns, including academic faculties and professional services.

Reporting and Evaluation

10. Gather audience insights and feedback to support data-informed campaign improvements.
11. Stay up to date with new technologies and competitor activity to identify opportunities for innovation.

Additional Responsibilities

12. Work flexibly, including occasional evenings and weekends, to support student recruitment events and wider university marketing activities.
13. Undertake any other relevant duties as required by the Deputy Head of Student Recruitment Campaigns and Communications.

Organisation Structure

M&C is responsible for the University's strategic marketing & development, student recruitment, brand & creative development, communications and advancement.

The Marketing Campaigns and Communications Coordinator reports to the Marketing Campaigns and Communications Manager.

Contacts

Internal: Students, academic and administrative staff across all Faculties and Professional Services

External: Prospective students, external marketing communications agencies, agents, UCAS, alumni, staff from other Higher and Further Education Institutions, government agencies, schools, colleges, academies and their representatives

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 campaigns and communications 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

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 Equality & Diversity 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.

August 2025

Person Specification

Post / Job Title: Marketing Campaigns and Communications Coordinator		Post No: POSN109360
School / Professional Service: Marketing & Communications		Date: August 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
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