



## Job Description

<b>Post/Job Title:</b>	<b>Marketing Operations Coordinator (0.6 FTE)</b>
<b>Ref:</b>	<b>POSN109363</b>
<b>Location:</b>	<b>Studland House, Lansdowne Campus</b>
<b>Professional Service:</b>	<b>Marketing &amp; Communications</b>
<b>Group/Section:</b>	<b>Brand &amp; Marketing</b>
<b>Normal hours per week:</b>	<b>Part-time (22.2 hours)</b>
<b>Grade:</b>	<b>4</b>
<b>Accountable to:</b>	<b>Operations &amp; Projects Officer</b>
<b>Special Conditions:</b>	<b>Flexible approach and additional hours occasionally required</b>

### **Job Purpose**

To provide full operational and executive support to the Operations & Projects Officer, Director of Marketing and Communications and senior members of the Marketing & Communications (M&C) executive team.

The postholder supports the Operations & Projects Officer with the coordination of annual recruitment and management of a community of approximately 200-300 casual workers (Student Ambassadors) who are critical to supporting marketing delivery across the academic calendar. Given the scale and complexity of our casual staffing model and the necessary compliance steps with many Tier 4 Student Visa employees, the postholder is responsible for supporting robust operational and training procedures and sustaining a close working partnership with the HR & Organisational Development team.

The postholder plays a supporting role in ensuring adherence to the University's financial and resource management policies, regulations and procedures which keep the service functioning efficiently and effectively. The postholder must be able to prioritise a busy workload, whilst being mindful of the sensitivity to some of the business processes and meetings they support and administer.

### **Responsibilities**

Support the Operations & Projects Officer in developing all department-based support services towards the delivery of strategic objectives with a focus on service excellence and process

efficiency.

1. Manage and coordinate student ambassador recruitment processes and induction, working with managers and professional service staff to ensure an efficient and effective selection interview experience. Ensure all post-recruitment arrangements are completed in conjunction with the Operations & Projects Officer.
2. Support the Operations & Project Officer in developing and coordinating the Student Ambassador programme, liaising with key stakeholders to recruit suitable Ambassadors for events and subject specific promotion. Oversee the administration of applications and provide a central reference point for enquiries. Develop guidelines and training materials, monitoring performance, undertaking reviews and providing feedback when necessary.
3. Liaise with Human Resources and Finance colleagues to develop Student Ambassador selection, recruitment and payment processes in line with university guidelines and keep abreast of any changes in operation, advising colleagues as needed.
4. Support the Operations & Projects Officer by coordinating key administrative functions including freedom of information data capture and statutory responses, health & safety, risk and hospitality registers, compliance reporting, ensuring timely and accurate delivery.
5. Act as central reference and advice point for Marketing and Communications staff for the day-to-day operating of financial procedures, such as those for purchase order and invoice processing, new supplier forms, and credit card authorisations.
6. Supporting the Operations & Projects Officer with administration relating to the recruitment and payment of all part-time hourly paid staff, including student ambassadors.
7. Support the Operations & Projects Officer in the oversight of core systems and processes across the department, ensuring standard operating procedures, roles & responsibilities (RACI) and key documentation for staff are documented and maintained accordingly. Lead the clear, timely communications and engagement with leaders and managers across the department to embed processes and applicable updates.
8. Coordinate the nominated DSE Assessors for the department, ensuring all assessments are completed and maintained.
9. Ensure the effective and efficient running of the office, managing stock control (e.g. merchandise, stationery) systems, archiving, setting up and maintaining administrative and filing systems, and maintaining staff records, as required.
10. Take responsibility for the cleansing and maintenance of M&C's electronic filing systems (e.g. I drive, SharePoint) and document version control to ensure that relevant current information is publicly available, with appropriate arrangements made for the sharing of collaborative files.
11. Provide regular administrative and project coordination support the Creative Studio including client liaison, some limited proofreading and workflow tasks relating to creative jobs (sending proofs to clients, updating records and sourcing quotes etc).

12. Provide occasional minute-taking/note-taking and administrative support to the Director of M&C and M&C Executive team
13. All Marketing and Communications staff are expected to engage in the wide range of activities undertaken within the department, including evening and weekend events. Restrictions are in place relating to the booking of holiday during times of peak activity (such as Graduation and Clearing).
14. Undertake any other activities as required by the Operations & Projects Officer.

### **Organisation Chart**

This role reports directly to the Operations & Projects Officer, working under the direction of the Deputy Director of Marketing and Communications.

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

### **Dimensions**

The postholder does not have regular line management responsibility for staff but will occasionally supervise temporary staff and will regularly need to work cooperatively with other administrative staff within M&C and across the University.

### **Contacts**

#### **Internal**

All levels of staff across Academic Faculties and Professional Services.

#### **External**

Enquirers, prospective students,, the general public; suppliers and agencies; occasional queries from media, local, regional and national organisations; as well as staff from other Higher and Further Education Institutions.

### **Challenges**

- Remaining customer-focused with a commitment to service excellence, while managing a busy workload with strict deadlines
- Improving the efficiency of a large and complex department through astute budget control and the introduction of enhanced administrative procedures
- Offering a highly organised and authoritative service, with an eye for detail, an appreciation of quality control, and an ability to use initiative and think laterally to solve problems.

### **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 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

Post / Job Title: Marketing Operations Coordinator		Post No: POSN109363
School / Service: Marketing & Communications		Date: April 2025
SELECTION CRITERIA		Essential / Desirable
Knowledge (including experience & qualifications)		
Educated to A-Level standard, or above, and equivalents, including English and Maths to grade C or above at GCSE		E
Significant experience of using IT systems, including Microsoft Office, databases and web interfaces		E
Experience of providing administrative support to a senior manager/company board		E
Significant administrative experience		E
Experience of working in a large and complex organisation, liaising with staff at all levels		D
Experience of creating and implementing new systems and procedures		E
Experience of supporting financial planning and control		E
Experience of using management information systems to record, report and analyse data and information		E
Experience of successful project coordination		D
Experience of organising events / making logistical arrangements		D
Line management and staff recruitment experience		D
Skills		
Ability to organize administrative processes effectively in a complex environment		E
Ability to prioritise own (demanding) workload and meet deadlines		E
Excellent written communication skills (e.g. drafting letters, reports, minutes, handbooks)		E
Excellent verbal communication and customer service skills (e.g. when answering phone, dealing with face to face enquiries)		E
Verbal and interpersonal skills sufficient to communicate effectively, courteously, confidently and professionally		E
Appreciation and understanding of situations requiring tact, diplomacy and confidentiality		
Proficient user of IT systems, including Microsoft Office		E
Ability to work effectively in a team		E
Ability to work with and maintain a professional approach to confidential information		E

Ability to establish effective working relationships with a wide range of stakeholders	E
<b>Attributes</b>	
Innovative and pro-active, able to work to own initiative and a problem solver	E
Attention to detail and accuracy	E
Organisational flair	E
Proactive and uses initiative	E
Professional and outlook and approachable	E
Commitment to delivering Service Excellence	E