



Job Description

Post/Job Title:	Marketing Campaigns and Communications Officer
Location:	Studland House, Lansdowne Campus
Ref:	540
Faculty/Professional Service:	Marketing & Communications
Group/Section:	Student Recruitment and Campaigns Marketing Campaigns and Communications
Normal Hours per week:	Full time (1.0 FTE)
Grade:	5
Accountable to:	Marketing Campaigns and Communications Manager
Special conditions:	Flexible approach and additional hours occasionally required

Job Purpose

The Marketing Campaigns and Communications Officer is responsible for planning, developing, implementing and evaluating innovative, engaging and targeted multi-channel marketing communications campaigns designed to support BU's UK and international student recruitment objectives at both undergraduate and postgraduate (taught and research) level.

The postholder will manage and implement integrated campaigns through CRM, email marketing, social media, web and offline channels. They will leverage data-led insights to segment audiences, deliver tailored communications and maximise engagement and conversion throughout the applicant journey.

Working collaboratively with colleagues across M&C, Faculties and other professional services, the role ensures that campaigns and communications align with BU's brand, audience needs and strategic goals.

Main Responsibilities

Campaign Planning and Implementation

1. Plan, develop, and evaluate targeted and compelling integrated multi-channel campaigns and communications, for all student recruitment audiences to meet ambitious student recruitment and conversion objectives.
2. Coordinate the production and delivery of personalised, data-informed campaigns across email, SMS, social media, web, direct mail, and print, working collaboratively with internal teams and

external creative agencies.

3. Report on campaign performance and feed insight back into campaign reviews to support future planning and performance improvement.
4. Work closely with the Marketing Campaigns and Communications Manager to ensure that the marketing communications budget is robustly planned, managed and reviewed.

Email Marketing, CRM and Copywriting

5. Plan, build and deliver targeted email and SMS campaigns using CRM (Microsoft Dynamics) and marketing platforms (e.g. Dotdigital), ensuring timely, automated messaging throughout the applicant journey.
6. Use segmentation and personalisation and performance tracking of CRM-based communications (Microsoft Dynamics) to nurture prospects through the recruitment pipeline.
7. Write and edit compelling brand-aligned communications across email, SMS, web and print, ensuring accuracy, accessibility, and alignment with BU's brand guidelines, tailored for different audiences and stages, including underrepresented groups in higher education.
8. Analyse campaign performance using CRM reports, Dotdigital, Google Analytics, and other tools to generate actionable insights and recommendations for continuous improvement.
9. Support CRM system development by suggesting enhancements, participating in testing, and ensuring optimal usage for lead generation, conversion, and relationship marketing.
10. Provide CRM training, best practice guidance, and technical support to internal teams, including list segmentation, automation workflows, dashboards, and reporting.

Audience Expertise and Stakeholder Collaboration

11. Use data-driven insights to develop tailored, inclusive messaging strategies that reflect the diverse motivations, needs and behaviours of prospective students.
12. Develop strong working relationships with external media agencies and suppliers to ensure the effective delivery of campaigns.
13. Work closely with the Content & Social Marketing team, Digital and creative teams to ensure content plans align with campaign objectives and timelines.
14. Collaborate with colleagues across Marketing & Communications, academic faculties, professional services, and external partners to ensure integrated, audience-focused campaign activity.

Performance and Continuous Improvement

15. Use data to inform campaign planning, drawing on market research, industry benchmarks, CRM reports, campaign performance data and other data sources to generate actionable insights to support continuous improvement.

16. Identify new technologies and emerging marketing trends and competitor activity to keep BU's campaigns and communications fresh and relevant, enhance their effectiveness and uncover opportunities for innovation.

Additional Responsibilities

17. Work flexibly, sometimes outside normal working hours. Support wider BU events in and outside normal working hours, in line with M&C departmental commitments.
18. Undertake any other relevant duties as required by the Deputy Head of Student Recruitment Campaigns and Communications.

Dimensions

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

The UK Marketing Campaign and Communications Officer reports to the Marketing Campaigns and Communications Manager.

Contacts

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

External Prospective students, alumni, staff from other Higher and Further Education Institutions, external marketing communications agencies, UCAS, HELOA, and government agencies.

Challenges

- Time management and prioritisation.
- Ensuring current knowledge of emerging new and preferred channels to audiences.
- Reaching the target audiences, delivering ROI in a highly competitive and crowded marketplace.

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 bared 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.

November 2025



Person Specification

Post / Job Title: Marketing Campaigns and Communications Officer		Post No: TBC
Faculty/ Service: Marketing & Communications		Date: November 2025
SELECTION CRITERIA	Essential	/ Desirable
Knowledge (including experience & qualifications)		
Educated to degree-level or equivalent, or possessing relevant professional qualifications.	E	
Significant experience of working in a marketing or communications role or environment.	E	
Experience of managing the planning, implementation and monitoring of marketing/communications campaigns to completion,	E	
Knowledge and experience of online marketing and the use of social media	E	
Excellent knowledge of technology to support marketing and student recruitment efforts including CRM, databases, email marketing tools, office package and basic application of publishing/editing software	E	
Experience working with CRM systems (preferably Microsoft Dynamics) and audience segmentation	E	
Experience of analysing data from a wide range of information sources and drawing up market intelligence reports and plans underpinned by use of marketing metrics	E	
Budget management experience	D	
Skills		
Excellent verbal and written communication skills, including preparation of advertising copy, promotional material etc.	E	
Strong project planning, organisational skills and attention to detail	E	
Demonstrable marketing communications campaign planning and implementation skills with excellence understanding of digital communications channels	E	
Excellent time management, ability to prioritise a demanding and varied workload	E	
Excellent communications and interpersonal skills, with the confidence and ability to build effective relationships	E	
Accurate with close attention to detail	E	
Ability to build effective relationships, persuade and influence	E	
Attributes		
Ability to problem-solve with the skills to deliver creative communications solutions	E	
Motivated self-starter with initiative	E	
Analytical mind	E	
Enthusiasm and commitment to marketing communications with the context of HE	E	
Commitment to delivering Service Excellence	E	