

Marketing Officer

Service:	Marketing
Job Title:	Marketing Officer
Department/Subject:	Marketing Service
Salary:	Grade 7 £34,610 - £38,784 per annum together with USS pension benefits
Hours of work:	Full time – 35 hours per week
Contract:	Maternity Cover (until 31/08/2027)
Location:	Singleton Campus

Introduction	To deliver its sustainable top 30 ambition Swansea University needs a workforce with the differentiated skills necessary to ensure that it can deliver excellence in research, teaching, learning, and the wider student experience, and to be a powerhouse for the regional economy and internationally
Background information	The University's Marketing Service is part of the MRI Directorate. The Marketing Service is responsible for: • Delivering marketing outputs which are aligned to the university's strategic goals and values • Committed to consistently delivering results-driven, quality campaigns, content, digital, brand and creative production solutions which enhance the reputation of Swansea University • Showcasing the excellence, diversity and impact of the University's activities. The Marketing Service has the following service areas –Creative Production, Campaigns, Brand & Content and Product. The Marketing Officer role will support Marketing Managers to deliver marketing activity across a range of channels, products and audiences aligned to the university's strategic goals and values. This role will require excellent organisational and project management skills and the post holder needs to be a creative thinker with a track record of delivering marketing activity and plans which deliver tangible results and be capable of working independently.
Main Purpose of Post	1. Support the development and operational delivery of marketing plans relating to the service area you are responsible for 2. Be responsible for protecting and enhancing the University brand across all content, campaigns and channels which relate to your service area 3. Use data and insights to identify market opportunities and activities to advance your service area 4. Create and deliver the targeted, integrated marketing content, assets and campaigns necessary to help achieve the University's strategic objectives within your service area 5. Maximise content to meet the needs of a range of audiences and channels to extend the lifespan of this content 6. Produce and optimise bilingual, searchable and informative web pages, content and campaigns tailored for the university's target audiences, including but not limited to, future

	students (all levels all markets), research funders and partners, corporate events such as Varsity, Half Marathon and Swansea Science Festival 7. Undertake keyword research and implement SEO strategies to enhance the university's online visibility and ensuring optimal search engine ranking 8. Conduct research to understand the needs and aspirations of target audiences and implement these insights across marketing activity 9. Work closely with key audiences and stakeholders to ensure marketing outputs are aligned with the overall University strategy and ensure the needs of the customer and service users are met 10. Project manage and deliver the required marketing activity for your service area including planning, implementing and reviewing campaigns, creating content which delivers tangible results, support delivery of a first-class online presence via our website and primary social media channels ensuring a bilingual approach to all Marketing activity and that the Welsh language is embedded from the planning to review phase of all appropriate marketing activity 11. Evaluate marketing activity in your area using analytical tools and software, be able to write marketing analysis reports as necessary for your line manager 12. Develop and maintain key relationships internally and externally which support your area including within MRI, academic departments, PSUs and other relevant bodies, agents, funders and partners and third party providers 13. Prioritise tasks to meet deadlines and manage workload efficiently while maintaining quality and accuracy 14. Line manage colleagues to achieve operational outcomes 15. Help conduct meaningful and progressive Professional Development Reviews; be able to manage allocated HR-related matters such as annual leave, sickness, providing clarity about role, responsibility and accountability 16. Ensure University policies and processes are adhered to at all times 17. Ensure compliance across external policies and legislation including but not limited to CMA, Welsh Language Standards and GDPR 18. Provide operational support throughout Confirmation and Clearing period as directed by line manager 19. Provide operational support for key recruitment events such as Open Days, external fairs as directed by line manager 20. Work closely with all other areas within the Marketing Service 21. Act as an agile member of the Marketing Service as when directed by the line manager due to operational and business needs 22. Provide professional, efficient, customer-focused service ensuring marketing outcomes are delivered on time, to the agreed service level 23. Seeking, acting on and providing feedback to improve as a professional, taking responsibility for own CPD As a high performing Directorate that is constantly improving and all members of staff are expected to engage in alternative roles in other areas of Marketing, Recruitment and International or the wider University, for personal and professional growth or where it may be operationally required.
General Duties	• To fully engage with the University's Performance Enabling and Welsh language policies • To promote equality and diversity in working practices and to maintain positive working relationships. • To lead on the continual improvement of health and safety performance through a good understanding of the risk profile and the development of a positive health and safety culture.

	- Any other duties as directed by the line manager or their nominated representative expected within the grade definition. - To ensure that risk management is an integral part of your day to day activities to ensure working practices are compliant with the University's Risk Management Policy.
Professional Services Values	All Professional Services areas at Swansea University operate to a defined set of Core Values - Professional Services Values and it is an expectation that everyone is able to demonstrate a commitment to these values from the point of application through to the day to day delivery of their roles. Commitment to our values at Swansea University supports us in promoting equality and valuing diversity to utilise all the talent that we have. We are Professional We take pride in applying our knowledge, skills, creativity, integrity and judgement to deliver innovative, effective, efficient services and solutions of excellent quality We Work Together We take pride in working in a proactive, collaborative environment of equality, trust, respect, co-operation and challenge to deliver services that strive to exceed the needs and expectations of customers. We Care We take responsibility for listening, understanding and responding flexibly to our students, colleagues, external partners and the public so that every contact they have with us is a personalised and positive experience. Commitment to our values at Swansea University supports us in promoting equality and valuing diversity to utilise all the talent that we have.
Person Specification	<u>Essential Criteria:</u> Values: - Demonstrable evidence of taking pride in delivering professional services and solutions - Ability to work together in an environment of equality, trust and respect to deliver services that strive to exceed the needs and expectations of customers - Demonstrable evidence of providing a caring approach to all of your customers ensuring a personalised and positive experience Qualifications: - A degree or relevant marketing qualification or equivalent relevant work experience within a marketing department Experience, Knowledge & Skills: - An excellent understanding of the marketing profession - Evidence of building working relationships across different teams, partners, agencies in relation to the delivery of marketing activities - Experience in developing and delivering integrated marketing plans - Evidence of successful project completion, measurement and analysis - Excellent written communication skills to include the creation of content for websites, campaigns, print and social media platforms - Excellent Digital and IT skills including a good working knowledge of Microsoft office systems and the ability to use various online content management systems, advertising and analytics tools

7. Experience of engaging staff, working across several departments and at all levels to achieve successful outcomes in line with marketing aims
8. Excellent organisation and project management skills
9. Evidence of excellent customer service provision
10. Evidence of using data to enhance marketing campaigns that fit their audience/channel
11. Evidence of prioritising and effectively managing multiple tasks
12. Proactive and adaptable, able to effectively work under pressure and problem solve.
13. Strong attention to detail and ensuring policies, processes and quality control procedures are adhered to.

Desirable Criteria:

1. Experience of working within in the Higher Education sector
2. Ability to communicate through the medium of Welsh or any other language
3. Postgraduate or relevant professional qualification

