

JOB DESCRIPTION

Job Title: Senior Online Marketing & Campaigns Officer

Grade: SG6

Department: Marketing & External Relations

Responsible to: Senior Marketing Manager

Responsible for: N/A

Key Contacts: Senior Marketing Manager, Operations Manager, Module Leads (Online), Programme Leads (Online), Associate Director of Greenwich Online.

Standard Occupational Classification (SoC code): TBC

Non-Contractual Nature of Role Profile: This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.

PURPOSE OF ROLE

The University of Greenwich has an ambitious strategy to 2030 entitled This is Our Time. An important priority within the strategy is to establish an excellent online learning provision, establishing new innovative programmes along with supporting existing provision to develop further.

Reporting to the Senior Marketing Manager, the Online Marketing and Campaigns Officer is responsible for planning, developing and delivering campaigns to raise awareness of our online brand and enable lead generation, engagement and conversion amongst prospective students.

You will support the delivery of Greenwich online course profiles on the website ensuring these will position the university portfolio in a compelling way and enable Greenwich stand out against competitor course pages. You will support the Senior Marketing Manager to deliver paid digital marketing campaigns to promote the online courses to target audiences in the UK and overseas.

KEY ACCOUNTABILITIES

Team Specific:

- Support delivery of integrated marketing campaigns for undergraduate and postgraduate markets that raise awareness of Greenwich Online and position the university's online courses as a standout choice for prospects.
- Support the Senior Marketing Manager to deliver 'always on' digital advertising that is targeted appropriately through the UCAS main applications cycle, late applications period and clearing periods and supports the postgraduate applications cycle.
- Support marketing activity across search, social, OOH and other digital channels and outputs.
- With the Online Content and Events Officer, support delivery of standout creative concepts and assets across campaigns and channels to ensure Greenwich Online is positioned strongly against competitors in undergraduate and postgraduate markets.
- Ensure all assets in paid campaigns and on owned channels are aligned to make sense to prospects at all stages in the recruitment journey.
- With the Online Content and Events Officer, write and publish course web pages and landing pages are written to a high standard and engaging to our target audiences.
- Support the Senior Marketing Manager to create briefs for campaigns delivered by Net Natives and support the monitoring and adjustment of campaign performance.
- Support the reporting for all marketing campaigns including the ability to challenge and develop agency performance.
- Deliver campaign assets to the social media team to ensure alignment with organic campaign activity and paid activity on owned channels as appropriate.
- Deliver content in collaboration with the CRM team to support the CRM journey for leads and applicants and to maximising conversion.
- Manage and update digital/physical marketing assets including prospectus/brochures and merchandise.
- Ensure the institution and course profiles are up to date and attractive on all relevant third-party sites.
- Use data and insights from a range of sources to understand trends, audience preferences, emerging channels and media to inform campaign development.
- Ensure the university's values, brand and corporate visual identity are accurately reflected in all campaigns and assets.

Generic:

- Ensure work is in line with the university's marketing strategy and content strategy.
- Understand the importance of building brand awareness, generating inbound traffic and cultivating leads.

Managing Self:

- Maintain own continuous professional development (CPD).
- Develop, lead and maintain positive relationships with internal and external stakeholders.
- Role model the University's values of Impact, Collaboration and Inclusivity.
- Understand the importance of building brand awareness, generating inbound traffic and cultivating leads.

Core Requirements:

- Adhere to and promote the University's policies on Equality, Diversity and Inclusion and Information Security.
- Ensure compliance with Health & Safety and Data Protection Legislation.
- Support and promote the university's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible.
- Adhere to current legal requirements and best practice relating to digital content and accessibility, including Web Content Accessibility Guidelines when creating digital content.

Key Relationships (Internal and External):

- Marketing Communications senior leadership team (MER Business Partners, Head of Content; Head of Corporate Communications; Head of Recruitment Marketing).
- Associate Director of Greenwich Online.
- Senior Marketing Managers across other portfolios.
- Operations Manager (Greenwich Online).
- Online Programme and Module Leads.
- External digital marketing agency, third party suppliers and OOH suppliers.
- Advertising/sales team at UCAS.

Additional Requirements:

Undertake any other duties as requested by the line manager or appropriate senior manager, commensurate with the grade.

This is a professional, demanding role within a complex organisation with an ambitious strategic plan and agenda for change. The role holder will be expected to show flexibility in working arrangements, including working hours, to ensure that the Marketing and External Relations Directory delivers the required level of service.

KEY PERFORMANCE INDICATORS:

- These will be set and agreed with the line manager, following appointment and then reviewed periodically.

PERSON SPECIFICATION**EXPERIENCE:****Essential Criteria**

- Experience in digital campaign delivery and optimisation across search, display and social channels.
- Experience of campaign management including working with Google Analytics, Facebook Business Manager, Google Ads, Microsoft ads, etc.
- Understanding how to uplift brand awareness via Out of Home digital and static advertising.
- Experience of reaching and engaging audiences through innovative campaigns.
- Experience of campaign planning for a full cycle over 12-18 months.
- Implementing measurement systems to analyse effectiveness and continually refine performance.
- Experience of delivering content for webpages and managing sections of the website.
- Experience of managing content creation for campaigns for youth audiences.

Desirable Criteria

- Experience of Higher Education marketing.
- Experience of online programme marketing.

SKILLS:**Essential Criteria**

- Excellent team working skills.
- Excellent organisational skills.
- Solid project management skills to plan and meet multiple deadlines.
- Ability to work accurately and effectively under pressure.
- Good data and insights analytics.

- Good presentation skills.
- Excellent IT skills across MS Office; including Word, PowerPoint and Excel
- Natural relationship builders able to develop positive working relationships at all levels.
- Creative, proactive and at ease being empowered.
- Ability to evaluate and enhance own practice.
- Ability to always work proactively and professionally with others.
- Ability to work in line with university strategy and team priorities.

QUALIFICATIONS:**Essential Criteria**

- A Degree or equivalent experience in marketing

Desirable Criteria

- Master's in marketing or equivalent qualification
- Professional membership of CIM

PERSONAL ATTRIBUTES:**Essential Criteria**

- Enthusiastic about online learning and widening access to education
- We are looking for people who can help us deliver the values of the University of Greenwich: Inclusive, Collaborative and Impactful.