

JOB DESCRIPTION

Job Title:	Marketing Communications and CRM assistant	Grade:	SP7
Department:	Faculty of Business	Date of Job Evaluation:	September 2019
Role reports to:	Faculty Marketing and Communications Manager		
Direct Reports	None		
Indirect Reports:	Faculty Operating Officer		
Other Key contacts:	Central Recruitment and Communications Directorate Central Web Team Academics Business School Professional services teams		
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 Faculty Marketing and Communications Manager is seeking an enthusiastic individual to assist in marketing communication activities for the Faculty of Business. Good project management skills and delivery is required to coordinate numerous marketing communication activities. This role will be key in targeting segmented audiences with relevant content during the customer journey.

KEY ACCOUNTABILITIES:

Team Specific:

1. Support the Faculty Marketing and Communications Manager in activities to increase the programme recruitment conversion and raise awareness, through regular email communications, social media and supporting with website updates.
2. Understanding segmented audiences and their journey to target content at the right times.
3. To assist in the preparation and set up of email marketing communications through the CRM. Ensuring that all email communications are of the highest quality within tight deadlines, and met university branding guidelines.
4. To assist in the preparation of promotional email copy and assist in keeping communications up to date. This includes support in: setting up email campaigns, edit content for campaigns, create email templates, creating marketing lists, split testing and support in systematically setting up nurture campaigns.
5. To help offer support to sub users and approve email campaigns for other users.
6. Ensure marketing campaigns are delivered on time and in budget by liaising with stakeholders and external media agencies.
7. Working with team to manage digital campaigns by creating, repurposing

and reusing content.

8. To track, monitor and evaluate campaigns, and implement changes as a result.
9. When required to support the coordination of the production of marketing materials for specific events/conferences. Requires liaison with Events team, academic organisers, and central Marketing, PR and Alumni departments.
10. Support and take part in Open and Taster days to promote the Business School.
11. To maintain and update content on conference/events, subject programmes, research centres and other enterprise activities on the Business Faculty's website as required.
12. Liaise with nominated Business School academics with regard to the updating of communication materials as required.
13. Answer telephone calls and direct or resolve queries as necessary.
14. Perform general admin duties to include but not limited to photocopying, mailing and filling.
15. Any other administrative work as required by the Faculty Marketing & Communications Manager and Faculty Operating Officer.

Generic/Managing Self:

- To work in a flexible manner, ensuring campaign outcomes are met
- Ability to work in and contribute to the marketing team
- Ability to work on own initiative without constant supervision
- Ability to work accurately under pressure
- To contribute to the motivation of the team

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.

Additional Requirements:

- Adaptable and willing to work at weekend open and taster days

Undertake any other duties as requested by the [e.g. PVC, FOO etc.] or their line 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 [Name of service area] delivers the required level of service.

KEY PERFORMANCE INDICATORS:

- Implement effective email campaigns utilising CRM.
- Timely production and delivery of work.
- Contribution to the team ethos and effectiveness.
- Responding in a timely manner.

KEY RELATIONSHIPS (Internal & External):

- Executive Support Team
- Faculty Events team
- Faculty Academics
- Central Marketing/Communications, PR and Alumni Teams

PERSON SPECIFICATION

Essential	Desirable
<p>Experience</p> <ul style="list-style-type: none"> • Experiences of working to tight deadlines and time management • Experience of Microsoft Office packages • Proven administrative organisational skills • Experience of coordinating email campaigns • Utilising social media channels within campaigns • Experience of writing or editing web content <p>Skills</p> <ul style="list-style-type: none"> • Ability to work on own initiative • Proven attention to detail • Able to work as part of a team, with the ability to cooperate and negotiate • Excellent written and verbal communication skills fluent and logical • Friendly and approachable attitude • Understanding of Marketing principles and quality delivery <p>Personal attributes</p> <ul style="list-style-type: none"> • We are looking for people who 	<p>Experience</p> <ul style="list-style-type: none"> • Experience of using CRM or email sending software, preferably MS Dynamics/Click Dimensions • Experience of Hootsuite • Experience of CMS, preferably Squiz Matrix <p>Skills</p> <ul style="list-style-type: none"> • Excellent problem-solving ability • Good project management skills <p>Personal attributes</p> <ul style="list-style-type: none"> • N/A

<p>can help us deliver the values of the University of Greenwich: Excellence, Determination, Inclusivity, Ambition and Creativity</p>	
---	--