



Job Title:	Marketing and Campaigns Officer
Unit/School:	Marketing, Communications & Student Recruitment
Grade:	5A/B
HERA:	MCSR44

Core purpose of role

As a key member of the central Marketing Team, you will be a creative, hands-on marketing and campaigns professional, contributing to the development and delivery of evidence-based, data-driven operational content and campaign plans for a designated academic school. Your primary focus will be to support the University in achieving its recruitment and income targets for both domestic and international undergraduate and postgraduate students.

Central to the role is the development and maintenance of strong, in-person relationships with key stakeholders (including academic staff and students) across the designated academic school, to plan and deliver effective campaigns and activity. The role therefore requires regular working from both the central Marketing, Communications and Student Recruitment office and the relevant academic school campus.

The role supports hybrid and home working arrangements in line with business requirements and the University's hybrid working guidelines.

Key responsibilities and contributions

- Monitor undergraduate and postgraduate applications to the school, working closely with the Marketing Manager and designated school contacts to inform plans and prioritise activity.
- Build and maintain an in-depth understanding and knowledge of the product (undergraduate and postgraduate degree courses) as well as the extra-curricular opportunities available to students e.g. work placements, field trips and progression opportunities to inform activity plans and key messaging.
- Act as the main point of contact for the school and admissions for the ongoing management and update of undergraduate and postgraduate course pages, subject landing pages and school pages on the University website for your designated academic school. You will work with the Web team to continually optimise pages and content to underpin campaign activity.
- Work collaboratively across the Marketing Team to develop and deliver key print publications such as the undergraduate and postgraduate prospectuses, taking ownership on school specific content (course and subject pages).



- Working collaboratively with the Brand & Content Team internally, and with external suppliers where appropriate, you will lead on the development of School specific, story-led content that can be used/re-purposed across owned and paid channels e.g. student blogs, videos, photoshoots.
- Work with the Marketing Manager and nominated advertising agency to develop and deliver paid measurable campaigns across digital, affiliate and social media channels to support the delivery of activity plans that raise awareness and drive applications/open day registrations to all courses at key points in the recruitment cycle.
- Work with the CRM Team to develop and deliver communication and conversion plans for enquirers and applicants aligned to your academic School, in line with key points in the application cycle to aid conversion.
- Support the Recruitment Events Team by working key on-campus recruitment events such as University Open Days and Applicant Days.
- Undertake appropriate sector research where required, to establish competitor activity and relevant marketing trends, with a primary purpose of informing content and campaign activity and to contribute, as appropriate, to portfolio development conversations within academic Schools.
- Play an active role in academic school working groups (where relevant), such as intake management and relevant planning meetings, to input and advise on best practice in terms of marketing campaigns, establish priorities and deliver progress reports on activity.

Person specification

Essential qualifications / Professional memberships

- Undergraduate or Postgraduate Degree in a Marketing/Business/PR/Creative Communication related discipline.

Essential experience, knowledge and skills

1. Ability to work well as part of a team, take direction and develop strong working relationships with internal and external colleagues at all levels, including senior management.
2. A confident and proactive attitude, with strong communication skills and the ability to work on own initiative, with minimal supervision when required.



3. Demonstrable experience of generating creative ideas and translating them into compelling stories.
4. Experience of planning/project managing, delivering and reporting on content, campaigns and activity plans across the full end to end cycle, ensuring delivery to agreed objectives and deadlines.
5. Experience of analysing and interpreting data to inform activity plans.
6. Experience of working alongside, web, content, corporate communication and design teams to deliver projects in line with brand and campaign guidelines.
7. Knowledge of digital marketing/social media channels and targeting options in the context of paid campaign activity.
8. Knowledge of the challenges facing higher education.
9. Well-developed time management, organisational and problem-solving skills, with an excellent attention to detail.
10. Strong copywriting skills, with experience of copywriting for both web and print.
11. Willing to work some un-social hours (i.e. weekends) and travel between campuses in line with requirements of the role.

Desirable

1. Experience of working in a University/College in a similar role.
2. Relevant professional qualifications in Marketing or Communications e.g. CIM/CIPR.
3. Driver's licence and access to a vehicle.

Welsh skill requirements

Welsh is essential to our students and staff and is a key part of our provision and services. For every position at Cardiff Met, proficiency in Welsh language is either essential or desirable. You can find information about the levels by viewing our booklet: [Welsh language skills levels](#). If a skill is listed as essential in the table below, please ensure you demonstrate this in your online application form.

Language level and general descriptor	Listening	Reading	Speaking	Writing
A1 – Beginner	Desirable	Desirable	Desirable	Desirable



Can understand and use familiar everyday expressions and very basic phrases in Welsh.				
A2 - Basic user Can deal with simple, straightforward information and communicate in basic Welsh.				
B1 - Intermediate user Can communicate, to a limited level, in Welsh about things that are familiar and/or work related.				
B2 - Upper intermediate user Can express myself in Welsh on a range of topics and understand most of a conversation with a native speaker.				
C1 - Fluent user Can communicate fluently in Welsh.				
C2 - Master user Can communicate fluently on complex and specialist matters in Welsh.				

Disclosure & Barring Service requirements

This post does not require a DBS check.

Supporting information

The University is a dynamic organisation and changes may be required from time to time. This job description and person specification is not intended to be exhaustive.

The University is committed to the highest ethical and professional standards of conduct. Therefore, all employees are expected to have due regard for the impact of their personal behaviour and conduct on the University, students, colleagues, business stakeholders and our community. Each employee must demonstrate adherence to our Code of Professional Conduct. In addition, all employees should have regard for their responsibilities under Cardiff Metropolitan University’s policies and procedures.