

**University of  
Northampton**

**Senior Marketing Officer (UK  
Recruitment)  
Job Description**



# **Job Title: Senior Marketing Officer (UK Recruitment)**

## **Grade: 7**

### **Responsible to: Deputy Director – Student Recruitment and Marketing**

#### **Overall Purpose**

To support the delivery of the University's UK Recruitment Strategy through supporting the achievement of targeted recruitment numbers of undergraduate students to University of Northampton from the UK.

#### **Principal Duties and Responsibilities**

- Drive measurement, effectiveness and customer focus through advice and support to Faculties and departments based on a customer, media, agency or competitor insight.
- Plan and ensure progress within established professional procedures and clearly defined University policy.
- Identify gaps in information and conduct analyses to solve problems and issues with short-term consequences.
- Put forward recommendations for policy changes within defined area of competence.
- Responsible for planning and organising own work or that of team of colleagues, who may be involved in different types of work.
- Liaise and coordinate activities with a range of other work groups across the University.
- Respond to changing institutional priorities and different situations.

#### **Core People Management Duties & Responsibilities**

- Manage performance and behaviour (including the PDR and the Probation period) of team on an ongoing basis.
- Monitor leave and absence of the team on an ongoing basis. Approve annual leave requests, manage poor attendance and support staff with ongoing ill health issues.

- Monitor and approve development opportunities to meet changing needs of the University and personal development.
- Communicate effectively at all levels, ensuring relevant information is cascaded to the team and allow for two way communication including team meetings and 1-2-1's.
- Foster wellbeing of team members ensuring maintenance of work life balance, adherence to Working Time Regulations and providing opportunities for staff to raise issues e.g. through regular 1-2-1 meetings.
- Plan resources to ensure adequate coverage to meet the needs of the service whilst recognising employee wellbeing.
- Undertake all aspects of recruitment in accordance with University policy and procedure, for both within the team and supporting other departments and faculties across the University.
- Undertake investigations and undertake role of hearing manager in cases of disciplinary and grievance for employees across the University in line with University Policy and procedures.

## **Generic Duties and Responsibilities**

- The post holder will be expected to undertake other responsibilities and tasks as reasonably requested by the Deputy Director – Student Recruitment and Marketing.
- The post holder will be responsible and accountable for ensuring all employment legislative requirements are adhered to including equality and diversity and health and safety issues.
- The job description may be altered at any time in the future in line with the level of the post to meet changing institutional requirements, but only in full consultation with the post holder.

# Person Specification

Please ensure that your application statement provides clear and specific examples to illustrate how you meet each essential criterion. Applicants that fail to do so will not be shortlisted.

| Criteria | Essential / Desirable | Assessment Methods |
|----------|-----------------------|--------------------|
|----------|-----------------------|--------------------|

## Qualifications

|   |  |           |                       |
|---|--|-----------|-----------------------|
| 1 | Degree (or equivalent) in business / marketing / event management / customer service | Desirable | Application Interview |
| 2 | Relevant formal training plus track record of experience in similar or related role  | Desirable | Application Interview |
| 3 | Professional qualification through CAM/CIM or related professional body              | Desirable | Application Interview |

## Skills, Knowledge and Experience

|    |   |           |                                    |
|----|---|-----------|------------------------------------|
| 4  | Effectively manage a team of Schools Liaison Officers to fulfil stated visit and work targets   | Essential | Application Interview Presentation |
| 5  | Effectively manage a team through periods of change   | Desirable | Application Interview Presentation |
| 6  | To use market research and trends to develop and implement effective marketing strategies to increase student recruitment with target markets           | Essential | Application Interview Presentation |
| 7  | To analyse and manipulate data from various sources to evaluate and produce status reports on recruitment activity, informing the team's marketing plan | Essential | Application Interview Presentation |
| 8  | To develop effective engagement methods with young people from certain sectors of society   | Desirable | Application Interview Presentation |
| 9  | To oversee the teams' work to find and build new contacts to deliver increased visits in the future   | Essential | Application Interview Presentation |
| 10 | Thorough understanding of Higher Education and the current challenges the sector faces  | Essential | Application Interview Presentation |
| 11 | To monitor and interpret policy and legislation for their impact on the work of the SCE team and make strategic recommendations based on that analysis  | Essential | Application Interview Presentation |

|    |  |           |                                    |
|----|--|-----------|------------------------------------|
| 12 | Effectively build relationships across the University to drive Schools and Colleges engagement work to meet stated targets   | Essential | Application Interview Presentation |
| 13 | Represent the University at national events and liaise with outside bodies to support or represent the department  | Essential | Application Interview Presentation |
| 14 | To be the lead representative from the SCE team on the Aspire network feeding into meetings determining the appropriate level of involvement with new projects           | Essential | Application Interview Presentation |
| 15 | To oversee the delivery of key projects to achieve the team's objectives and targets   | Essential | Application Interview Presentation |
| 16 | To contribute to the budgetary planning process, identifying resources required to deliver objectives within dedicated area of responsibility                            | Essential | Application Interview Presentation |
| 17 | To develop appropriate branded presentation materials for a range of audiences   | Essential | Application Interview Presentation |
| 18 | To deliver high-quality presentations to a range of different audiences  | Essential | Application Interview Presentation |
| 19 | To develop and monitor the teams' workflow and visits ensuring that health and safety requirements are adhered to and putting remedial measures in place where necessary | Essential | Application Interview Presentation |
| 20 | Demonstrate an understanding of HR policies and procedures   | Desirable | Application Interview Presentation |
| 21 | Ability to identify and undertake vital conversations appropriately  | Essential | Application Interview Presentation |
| 22 | Ability to delegate appropriately  | Essential | Application Interview Presentation |

### Personal Qualities

|    |                                       |           |                                    |
|----|---------------------------------------|-----------|------------------------------------|
| 23 | Ability to effectively work in a team | Essential | Application Interview Presentation |
| 24 | Ability to work remotely offsite      | Essential | Application Interview Presentation |

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|----|---|-----------|--|
| 25 | Excellent organisational skills   | Essential | Application<br>Interview<br>Presentation |
| 26 | Excellent time management skills  | Essential | Application<br>Interview<br>Presentation |
| 27 | Excellent communication skills both verbal and written  | Essential | Application<br>Interview<br>Presentation |
| 28 | Confident when presenting in public, both one to one and to large groups (up to 300 individuals)  | Essential | Application<br>Interview<br>Presentation |
| 29 | Persuasion and negotiation skills   | Desirable | Application<br>Interview<br>Presentation |
| 30 | Ability to adapt to organisational change   | Desirable | Application<br>Interview<br>Presentation |
| 31 | Ability to adapt to technological advances in the workplace   | Desirable | Application<br>Interview<br>Presentation |
| 32 | Integrity and professionalism, demonstrating a commitment to ethical standards, confidentiality, and the University's values of inclusivity, trust, sustainability and aspiration | Essential | Application<br>Interview                 |

### **Other**

|    |   |           |                          |
|----|---|-----------|--------------------------|
| 33 | Ability to effectively travel across the UK regularly including overnight stays where appropriate | Essential | Application<br>Interview |
|----|---|-----------|--------------------------|