

<b>Post Details</b>	<b>Last Updated: 23/07/2024</b>		
<b>Faculty/Administrative/Service Department</b>	Surrey Business School. Faculty of Arts, Business and Social Sciences		
<b>Job Title</b>	Surrey Business School Marketing Officer		
<b>Job Family</b>	Professional Services	Level	4
<b>Responsible to</b>	Faculty Marketing Manager		
<b>Responsible for</b>	Student Content Creator		
<b><u>Job Purpose Statement</u></b>			
<p>The post holder will be responsible for the stakeholder management and development and implementation of marketing plans to support the recruitment of students to the programme portfolio of Schools within the Faculty of Arts, Business and Social Sciences (FABSS), They will take lead responsibility for Surrey Business School (SBS) and work principally with SBS but may occasionally be asked to support activity in other areas or cross-Faculty activity.</p> <p>Guided by the FABSS Faculty Marketing Manager, the post holder will support audience-led marketing campaigns as an active member of the Central Marketing team, ensuring that the School's recruitment, reputation and income generation objectives are effectively met, planned and executed.</p> <p>The post holder will also oversee the recruitment and activity of the SBS Student Content Creator. This part time post is filled by a student each year and supports student recruitment and engagement through generating relevant and timely social media content.</p> <p>The postholder will provide targeted marketing support for other activities which contribute to the reputation and success of Surrey Business School.</p>			
<b><u>Key Responsibilities</u></b>			
<ol style="list-style-type: none"> <li>1. Work with the Faculty Marketing Manager and other members of the FABSS Marketing team to provide a FABSS Marketing function which is consistent, coherent and focuses on subject-specific needs.</li> <li>2. Provide excellent customer service, marketing expertise and an open line of communication for FABSS and SBS stakeholders.</li> <li>3. Develop the marketing and communications plan for relevant student recruitment audiences and work with the Student Marketing and Recruitment teams, external providers and academic colleagues to deliver the plan, developing a clear narrative and relevant content across multiple channels.</li> <li>4. With support from the Faculty Marketing Manager and Head of Marketing (UK and Campaigns), provide relevant and actionable management information on key audiences, target market groups, competitor products/ offering, pricing, scholarships, marketing and recruitment KPI's.</li> <li>5. Support Surrey Business School as a gatekeeper of information for research/partnership promotion, and income-generating opportunities</li> <li>6. Build and manage working relationships with key academics and stakeholders for mutual success, in particular working closely with the MBA Development Officer to develop marketing and recruitment plans.</li> <li>7. Work with the FABSS marketing team and content creator, and with the central marketing teams to create Business School content to support student recruitment activities across various digital channels and events for UK and international markets</li> <li>8. Within overall agreed budgets, manage any expenditure to ensure that activities are measured, reported and deliver ROI against objectives.</li> <li>9. With the Surrey Business School Manager and Director of Faculty Operations, balance the needs of the audiences and academic areas and agree priorities.</li> </ol>			
<b>N.B. The above list is not exhaustive.</b>			

**All staff are expected to:**

- Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University of Surrey Equal Opportunities Policy.
- Work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students.
- Follow University/departmental policies and working practices in ensuring that no breaches of information security result from their actions.
- Ensure they are aware of and abide by all relevant University Regulations and Policies relevant to the role.
- Undertake such other duties within the scope of the post as may be requested by your Manager.
- Work supportively with colleagues, always operating in a collegiate manner.

**Help maintain a safe working environment by:**

- Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand.
- Following local codes of safe working practices and the University of Surrey Health and Safety Policy.

**Elements of the Role**

**Planning and Organising**

- Working with UK and International Student Marketing teams, the post holder will be responsible for building the marketing plan for all relevant audiences for SBS.
- The post holder will work in liaison with the central teams, highlighting potential areas of focus for communications activities.

**Problem Solving and Decision Making**

- The Marketing Officer will make key recommendations to senior colleagues drawing on their own experience and referring to the Faculty Marketing Manager, Head of Marketing (UK and Campaigns), Director of Faculty Operations, Heads of School and Discipline and other colleagues on the marketing strategy as needed. At points of complexity, the post holder is expected to use their initiative and judgement. They will be supported by the Faculty and Marketing Senior Management Teams to identify key priorities.
- The post holder will be expected to work closely with colleagues in the central and Faculty Marketing teams to ensure FASS offerings are represented effectively within key marketing campaigns.

**Continuous Improvement**

- In collaboration with the Faculty Marketing Manager, the Post holder will support the development of various new initiatives by analysing the performance of the current products and services - further enhancing the portfolio with continuous reviews of the market place and competitor offerings. The success or failure of this work will have a very significant impact on the future success and financial viability of new initiatives.

**Accountability**

- The post holder will have autonomy to develop marketing plans with support and management from the Faculty Marketing Manager.

**Dimensions of the role**

- The post holder will be an active member of the FASS Marketing Team and the Central Marketing team and an ambassador within Surrey Business School, ensuring that recruitment activity is effectively planned and executed whilst driving growth for the University. They will be required to balance the needs of the Faculty and academics and commercially agree priorities to achieve student growth. As such the post holder will have outstanding customer relationship building and interpersonal skills.

- The post will provide a critical marketing presence for Surrey Business School's wider activities and will work closely with central University Marketing and Communications to deliver the mix of services that will be required. The success of the role depends upon the ability of the post holder to build and maintain close working relationships with academic and administrative staff across the Faculty and the institution.
- The post holder also has some budgetary responsibility for SBS marketing budget. Faculty marketing budgets are coordinated centrally to ensure that the University is able to prioritise expenditure against key projects in order to create criticalmass).

### Person Specification

Qualifications and Professional Memberships		Essential/ Desirable
Degree, HND, NVQ 4 qualified or equivalent in relevant subject, or a marketing related postgraduate qualification, with 3-5 years experience,		E
Membership of an appropriate professional body eg Chartered Institute of Marketing (CIM)		D
Technical Competencies (Experience and Knowledge)	Essential/ Desirable	Level 1-3
Experience of the digital environment and how best to use this channel for effective marketing	E	2
A proven track record in supporting the development of strategic marketing planning in a complex organisation and the ability to translate into specific focused action plans	E	2
Experience of undertaking market research and preparing briefs for others to gain market insight	E	2
Thorough understanding of marketing concepts and applications	E	3
Experience of working with marketing and communications related agencies, e.g. advertising, design and PR	E	2
Experience of the Higher Education or Public Sector	D	2
Experience/interest in the subject areas of the Faculty	D	n/a
Core Competencies		Level 1-3
Communication		3
Adaptability / Flexibility		3
Customer / Client service and support		3
Planning and Organisation		2
Teamwork		3
Continuous Improvement		2
Problem Solving and Decision-Making Skills		2
Managing and Developing Performance		1
Creative and Analytical Thinking		3
Influencing, Persuasion and Negotiation Skills		2
Strategic Thinking and leadership		1

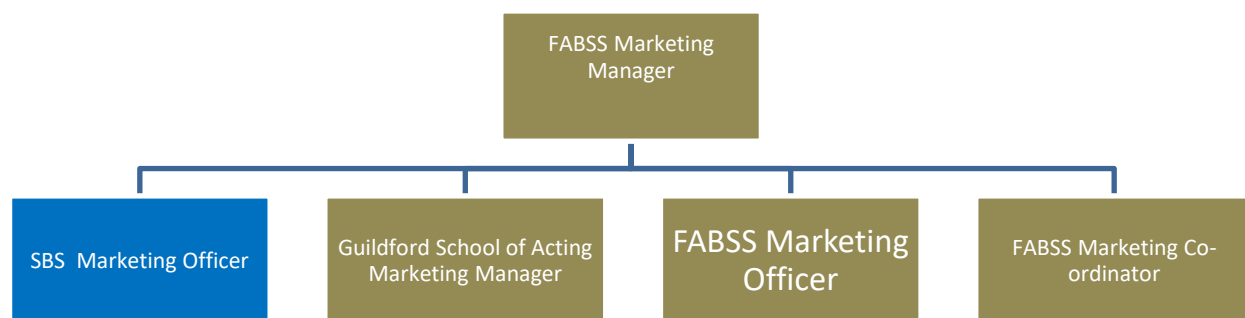
## Organisational/Departmental Information & Key Relationships

### Background Information

The Faculty of Arts, Business and Social Sciences and the University marketing function team have been through a period of change and restructure. As such it is expected that the post holder will help to shape the team and the strategy working closely with a range of colleagues across the Faculty. The balance of priorities in the role will be flexible to allow for changing priorities that reflect the dynamic nature of the sector, and the Faculty, Schools and Departments' position within UK Higher Education.

The success of the role depends upon the ability of the post holder to build and maintain close working relationships across the University, including with other professional services staff and operational support roles for University-wide events.

The Business School has a portfolio of products from undergraduate, postgraduate taught and postgraduate research, MBA and Executive Education, that cover different disciplines within Business as well as Hospitality, Events, Tourism and Airline management.



### Relationships

#### **Internal**

- Faculty Marketing team
- All colleagues within Marketing, Student Recruitment and Communications teams
- Dean of Surrey Business School
- Surrey Business School Manager
- SBS Department and Centre Heads
- Director of Faculty Operations and Executive Dean of FABSS
- Academic Colleagues across relevant Schools
- Widening Participation

#### External

- External design and print agencies
- Photographers and video companies
- Marketing suppliers, eg for our digital prospectus and virtual tour
- Industry contacts (do you think that's likely from your side in this role, its not really from ours?)