

<b>Post Details</b>	<b>Last Updated: 27/04/2023</b>		
<b>Faculty/Administrative/Service Department</b>	FHMS Faculty Administration		
<b>Job Title</b>	Faculty Marketing Co-ordinator		
<b>Job Family</b>	Professional Services	Level	3
<b>Responsible to</b>	Faculty Marketing Manager		
<b>Responsible for (Staff)</b>	n/a		

**Job Purpose Statement**

The postholder will work closely with the Faculty Marketing Manager, the rest of the Faculty Marketing team and other key colleagues to deliver the stakeholder management and development and implementation of marketing plans to support the recruitment of applicants and other marketing activity for the portfolio of Schools and Departments within the Faculty of Health and Medical Sciences (FHMS). They will be the principal marketing contact for the Schools of Biosciences, Health Sciences, Psychology, Medicine, and Veterinary Medicine marketing activity.

The post holder will produce content for several marketing channels, including copy where needed, and support audience-led campaigns as an active member of the team, supported by Faculty Marketing Manager, helping to ensure that the Schools' and Departments' recruitment, reputation and income generation objectives are effectively met, planned and executed.

**Key Responsibilities**

1. Work with other members of the FHMS Marketing team to provide a FHMS Marketing function which is consistent, coherent and focuses on subject-specific needs.
2. Deliver strong marketing content and activity in line with the strategy and objectives for the Faculty, Schools and Departments.
3. Support the named Schools and Departments in other marketing activity as required, including:
  - promoting research/partnership opportunities
  - creative development of presentations, brochures, infographics and other marketing collateral in-line with University brand guidelines
  - planning and coordination of faculty's social media content and liaison with central social media team
  - promotion of events and income-generating opportunities, and
  - building strong relationships with key stakeholders.
4. Lead and coordinate creative briefs, including photoshoots and video production, as well as being the project lead for events and related marketing support, as and when required.
5. Work closely with academic and other colleagues to communicate the work of FHMS Schools and Departments across multiple channels.
6. Ensure that work is completed against budgets agreed by your line managers and/or stakeholders
7. Work with Faculty and Central colleagues to build and manage strategic working relationships with key academics and stakeholders for mutual success.

**N.B. The above list is not exhaustive.**

**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, operating in a collegiate manner at all times.

**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** This section outlines some of the key elements of the role, which allow this role to be evaluated within the University's structure. It provides an overview of what is expected from the post holder in the day-to-day operation of the role.

**Planning and Organising**

- The post holder will need to be able to work simultaneously on recurrent annual projects and short-term projects, whilst contributing to longer-term development initiatives.
- Operating with minimum day-to-day supervision, the post holder has the latitude within their daily work routine to organise and prioritise their own work.
- They must operate flexibly and react positively to changing circumstances and requirements, through demonstrating initiative and flexibility in the arrangement of their work priorities.
- Supporting the Marketing Manager, they will contribute to the planning, development and implementation of marketing activities, measuring success and return on investment through continual analysis and feedback.

**Problem Solving and Decision Making**

- The post holder is expected to interpret data, analyse, evaluate the outcomes and contribute to creative solutions.
- The post holder will be involved in projects as a member of a project team and as a project leader, with support from their line manager when required.
- The post holder is required to ensure that any projects they support are delivered to a high standard, on time and to budget. Errors in judgement relating to these areas, may impact upon the reputation of the University or upon the student experience.

**Continuous Improvement**

- Working with the Faculty Marketing Manager, School, Department and Faculty colleagues, they will look to gain support for improvements and implementation.
- The post holder will also be responsible for ensuring that the opportunity of feedback from external clients and partners is not missed, and that good relationships are maintained.
- The post holder is expected keep their knowledge of current market trends up to date, to identify new opportunities for the Faculty.

**Accountability**

- The post holder will report to the Marketing Manager and will operate within an agreed framework of clear objectives, budgets, processes and governance. They will be guided by these in the completion of many of their projects and decision making.

<b>Dimensions of the Role</b> <ul style="list-style-type: none"> <li>The post impacts across the Faculty in terms of its provision of service and its contribution to School and Department initiatives.</li> <li>The post holder does not have any budgetary or supervisory responsibility.</li> </ul>		
<b>Person Specification</b> This section describes the sum total of knowledge, experience & competence required by the post holder that is necessary for standard acceptable performance in carrying out this role.		
<b>Qualifications and Professional Memberships</b>	<b>Essential/ Desirable</b>	
HNC, A Level, NVQ 3, HND level or equivalent, with several years relevant work experience OR Broad vocational experience, acquired through a combination of job-related vocational training and considerable on-the-job experience, demonstrating development through involvement in a series of progressively more demanding relevant work/role	E	
<b>Technical Competencies (Experience and Knowledge)</b> This section contains the level of competency required to carry out the role (please refer to the Competency Framework for clarification where needed and the Job Matching Guidance).	<b>Essential/ Desirable</b>	<b>Level 1-3</b>
Knowledge and understanding of project and campaign planning	E	2
Ability to interpret data to inform campaign audiences	E	2
Ability to present and report to key stakeholders	E	2
Understanding of marketing concepts and applications	E	3
Experience of the digital environment and how best to use this channel for effective marketing	E	2
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
<b>Core Competencies</b> This section contains the level of competency required to carry out this role. (Please refer to the competency framework for clarification where needed). n/a (not applicable) should be placed, where the competency is not a requirement of the grade.		<b>Level 1-3</b>
Communication		3
Adaptability / Flexibility		3
Customer/Client service and support		3
Planning and Organising		2
Continuous Improvement		2
Problem Solving and Decision Making Skills		2
Managing and Developing Performance		N/A
Creative and Analytical Thinking		2
Influencing, Persuasion and Negotiation Skills		2
Strategic Thinking & Leadership		N/A
<p>This Job Purpose reflects the core activities of the post. As the Department/Faculty and the post holder develop, there will inevitably be some changes to the duties for which the post is responsible, and possibly to the emphasis of the post itself. The University expects that the post holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary. Should significant changes to the Job Purpose become necessary, the post holder will be consulted and the changes reflected in a revised Job Purpose.</p> <p>This post may require occasional (planned) attendance at evenings and or weekends in support of events.</p>		

## Organisational/Departmental Information & Key Relationships

### Background Information

The FHMS Faculty Marketing team is a coherent flexible team which offers both consistency across the Faculty and tailored support for named individual Schools/Departments. 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 events staff and operational support roles for University-wide events such as Open and Applicant Days.

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 Schools/Departments' position within UK Higher Education.

### Relationships

- Faculty Marketing team
- All colleagues within Marketing, Student Recruitment and Communications teams
- Director of Faculty Operations of FHMS
- Heads of Schools within FHMS
- Academic Colleagues across relevant Schools/Departments
- Event team
- Admissions
- Widening Participation