

	<b>Last Updated: 3/2/2026</b>		
<b>Job Title</b>	Brand and Creative Services Co-ordinator		
<b>Faculty/ Department</b>	Marketing and Communications	<b>Legal Entity</b>	University of Surrey
<b>Job Family</b>	Professional Services	<b>Job Level</b>	3
<b>Reports To</b>	Brand Manager	<b>Line Manages (role title(s))</b>	n/a

**Job Statement**

The Brand and Creative Services Co-ordinator will play a key supporting role within the Marketing and Communications team at Surrey, helping to organise and deliver projects, with a core focus on brand and creative services.

They will support a new brand consolidation project, which will embed the new brand at Surrey and develop the reputation required to support Surrey's 'Vision 2041' strategy.

The post holder will support the Brand Manager and Creative Services Manager, contributing to the smooth, efficient running of these teams.

**Key Responsibilities** (full training to be given)

**1. Project and Campaign Support**

- Support the planning, coordination and delivery of marketing and communications campaigns and projects (including setting timelines, task tracking, meeting scheduling and follow-up actions)
- Co-ordinate feedback from internal and external stakeholders to ensure projects are delivered on time and to a high quality.

**2. Creative Services Support**

- Assist in proofreading and quality-checking marketing materials to ensure accuracy, consistency and alignment with brand standards.
- Support with video and photoshoot logistics, from contacting stakeholders and venues, to playing a hands-on supporting role on the day of the shoot.
- Upload shoots onto our photo database and support with the management of this database.
- Liaise with internal teams and external suppliers to support the timely delivery of creative assets.
- Team inbox management and support with traffic management of new briefs.

**3. Administration, Processes and Continuous Improvement**

- Provide high-quality administrative support including meeting organisation and supplier payments.
- Contribute to the development and improvement of processes, templates and tools that increase efficiency and consistency across marketing and brand activity.
- Support the collection of basic data and feedback relating to campaigns, projects and brand implementation to inform reporting and continuous improvement.

**4. Stakeholder and Relationship Management**

- Build and maintain effective working relationships with colleagues across the University, acting as a reliable point of contact for communications and brand-related support.
- Work collaboratively with faculties, professional services, and other internal stakeholders to understand their requirements and ensure effective support.
- Support engagement activities (e.g. promotional events) to promote understanding and adoption of campaigns
- Handle routine enquiries in a professional and timely manner, escalating complex issues to the Brand Manager or Creative Services Manager as appropriate.

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

**Role Scope and Impact** This is a summary of the post holder's role in delivering outcomes, making decisions, and the complexity of problem-solving involved in the role.

The post holder will report into the Brand Manager as well as support the Creative Services Manager and will operate within an agreed framework of clear objectives, budgets, processes and governance.

The individual will have good relationship building skills and customer service. They need to be understanding but firm to ensure that tasks are delivered, and keep stakeholders updated.

Problem solving and decision-making are integral to many elements of the work undertaken.

The post holder will interact with students and academic staff, as well as professional services colleagues.

**Person Specification** This section describes the knowledge, experience & competence required by the post holder that is necessary for standard acceptable performance in carrying out this role.

### Qualifications and Professional Memberships

HNC, A level, NVQ 3, HND level or equivalent with a number of years' relevant 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/roles.

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### Technical Competencies (Experience and Knowledge)

Level 1: basic level of understanding/experience and can apply it with guidance.  
 Level 2: good level of understanding/experience and can apply it with little or no guidance.  
 Level 3: expert level of understanding/experience and can apply, develop it and guide others.

**Essential/  
Desirable**

**Level  
1-3**

IT skills including Microsoft Office software.

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3

Accuracy and attention to detail with excellent project management skills

E

3

Ability to use initiative in dealing with issues, as well as a flexible approach to work.

E

3

Ability to work independently on project plans and routine tasks

E

2

Experience of briefing and working with external suppliers.

D

2

### Core Competencies

**Level  
1-3**

Communication

3

Adaptability and Flexibility

2

Customer, Client service and support

2

Planning and Organising

2

Continuous Improvement

2

Problem Solving and Decision-Making Skills

2

Managing and Developing Performance

n/a

Creative and Analytical Thinking

1

Influencing, Persuasion and Negotiation Skills

1

Strategic Thinking and Leadership

n/a

This Job Purpose outlines the core activities of the role. As the Department and the post holder evolve, the duties and focus of the role may change. The University expects the post holder to adopt a flexible approach to work, including undertaking relevant training when necessary. If significant changes to the Job Purpose are required, the post holder will be consulted, and the changes will be reflected in a revised Job Purpose.

#### 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.
- Contribute towards broader university initiatives that have a positive impact on student experience, recruitment and campus operations. This may include participation in cross-functional activities such as open days, confirmation and clearing, welcome week, graduation.

- 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.

All staff have a statutory responsibility to take reasonable care of themselves and others and to prevent harm by their acts or omissions. All staff are, therefore, required to adhere to the University's Our Safety Policy Statement and associated Procedures.

### **Organisational/Departmental Information & Key Relationships**

The Strategic Communications team sits within Marketing and Communications and is part of the wider Global Department. All teams support the University's overall strategic purpose: To be a leading global university renowned for the outstanding quality and impact of its graduates, research and innovation, together making great contributions to society.

The Strategic Communications team includes corporate marketing, brand, creative services, staff and student communications and social media. This post will be part of this team but will work closely with other members of the wider Marketing and Communications team. We are committed to inclusion and delivering inspiring communications, encouraging innovation and testing ideas, and working with integrity.

The post-holder will be encouraged to provide support for university initiatives or events, some of which may fall outside of core working hours (e.g. University Open Days, which normally take place on a weekend).

We ask staff to work two days per week in the office. The rest can be from home or wherever they are most productive.

**We are open to flexible hours within the contracted minimum.**

#### **Relationships**

##### **Internal**

- All colleagues within Marketing and Communications
- All colleagues within the wider University particularly:
  - Campus Services Management and Estates
  - Strategic Planning, Recruitment and Admissions
  - Human Resources
  - Senior Executive Board and Vice Chancellor
  - IT
  - Equality, Diversity and Inclusion
  - Chief Student Office
  - Faculties and Academic Community
  - Advancement and Alumni

##### **External**

- Photographers, videographers, copywriters, design agencies, printers and other suppliers

**Department Structure Chart**

