

JOB DESCRIPTION

POST TITLE: Study in Wales Marketing Officer, Global Wales – Full time

Duration: Permanent

Location: Bangor or Cardiff

Salary: £32,689

RESPONSIBLE TO: Global Wales Head of Brand and Marketing

JOB SUMMARY: The Global Wales team are looking for a Marketing Officer to help manage and deliver its Study in Wales marketing activity. The post sits within the Global Wales team at Universities Wales and reports to the Head of Brand and Marketing.

This is a new role, and the post holder will join a small, experienced marketing team that is expanding to take forward the next phase of Global Wales. This is an industry leading programme, promoting Wales' higher and further education offer to the World.

Global Wales provides a strategic, collaborative approach to international education in Wales, bringing together universities, colleges, and partner organisations behind a single strategy to increase international student recruitment and partnership opportunities and to grow Wales' profile in key international markets.

Working collaboratively with colleagues in the team, you will support the delivery of a range of brand and targeted campaigns as per marketing plans, and will act as brand guardian, advising and supporting colleagues and stakeholders. With a keen eye for detail, you will ensure all content produced are done so to the highest standards and within brand guidelines.

The post is offered as a permanent, full-time position, but consideration will be given to applications for part time and flexible working patterns. Universities Wales has offices in Cardiff and Bangor and operates a hybrid (office/home) working model.

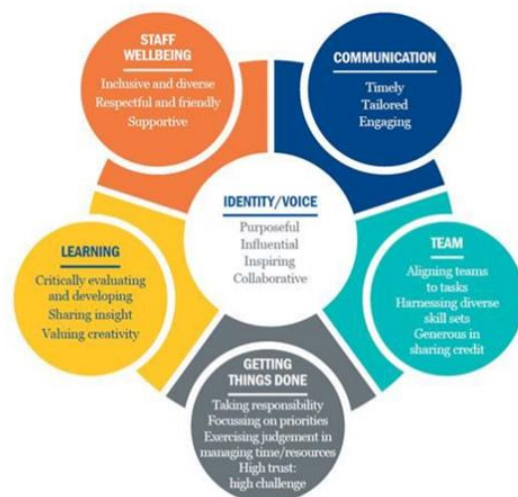
Main Responsibilities

1. To work with the Head of Brand and Marketing, the marketing and communications team, and relevant agencies, to deliver multi-channel marketing campaigns for the Study in Wales brand.
2. Support the management of the day-to-day relationship with the incumbent advertising agency.
3. Adopt and support the correct use of brand, effectively becoming a brand guardian and advocate for its correct use.
4. Work closely with the Head of Brand and Marketing and team and Market Development Managers to create and adapt key brand and recruitment content for use across marketing channels (i.e. newsletters, infographics etc).

5. Work closely with the Head of Brand and Marketing to support consultation with Welsh universities through the 'marketing and recruitment sub-group' to monitor international student demand and other relevant insight that informs future campaign development.
6. Work closely with the Head of Brand and Marketing to monitor and evaluate all media channel advertising platforms, especially digital channels, support media planning and analysis of performance metrics e.g., Return on Investment (ROI)
7. Be responsible for monitoring and evaluation of the success of marketing campaigns and performance reporting and ensure accurate information is provided for internal and mandatory grant monitoring and reporting.
8. Support with research, market trends, competitor analysis and HE development and proactively propose ideas and adaptations to activity with the Head of Brand and Marketing
9. Contribute to the creation and publication of high-quality marketing materials in line with marketing plans.
10. Write and check copy as appropriate for a range of audiences.
11. Assist in the management of budgets and costs of projects within the marketing plan with departmental budget trackers, working closely between suppliers and Global Wales finance team.
12. To undertake such travel as may be necessary to carry out the duties of the role.
13. To undertake such other duties that may be required from time to time by the organisation.

This job description will be reviewed and amended in the light of changing professional demands. A job description is not a rigid or inflexible document but acts to provide guidelines to the duties expected while in post.

UUK Values and Behaviours



PERSON SPECIFICATION

POST TITLE: Study in Wales Marketing Officer
Duration: Permanent
Grade: Technical
Directorate: Universities Wales

Essential / Desirable	Qualifications and Training	Assessed
Essential	A degree or equivalent	Application
A. Work Background and Experience		
Essential	Experience in developing and delivering integrated marketing plans, taking accountability for their successful completion, measurement, and analysis.	
Essential	Excellent written communication skills to include the creation of content for websites and social media platforms and marketing campaigns	
Desirable	Experience of working for a membership organisation	Application
B. Skills and Aptitudes Required		
Essential	Excellent communication skills, written and verbal	Interview (test)
Essential	Excellent organisation and project management skills with experience of managing budgets.	Interview
Essential	Ability to write copy and design marketing materials	Interview (test)
Essential	Experience of engaging colleagues and stakeholders, working across several departments and at all levels to achieve successful outcomes in line with marketing aims	Interview (test)
Essential	A professional approach to work with a willingness to speak honestly, and to be accountable	Interview
Essential	Excellent attention to accuracy and detail	Application
Essential	Ability to utilise online tools including social media platforms, content management systems, advertising and analytics tools	Application
Essential	Ability to plan and manage own time, several projects at once and to deliver them on schedule	Interview
Desirable	Ability to communicate in Welsh	Application
C. Knowledge Required		
Essential	An understanding of how to implement different communications and campaign approaches to deliver organisational goals	Application

Desirable	A good understanding of higher education in Wales and the political landscape	Application
Desirable	Postgraduate or relevant professional qualification.	Application
	D. Personal Qualities	
Essential	Willing to travel to other parts of Wales, the UK and Internationally.	Application
Essential	Flexibility to meet the needs of the organisation and ability to multitask in a small office environment	Interview
Essential	Positive attitude while being able to work in a pressurised environment	Interview