JOB DESCRIPTION

Job Title: Senior Marketing Campaigns Officer
Department / Unit: Marketing and Communications
Job type: Professional Services
Grade: 6
Accountable to: Marketing Campaigns Manager
Accountable for: N/A

Purpose of the Post
To plan, develop and deliver marketing communication campaigns that have a measurable, positive impact on student recruitment. To provide reports and data-led insights to improve the effectiveness and efficiency of the Marketing Campaigns team’s work.

Key Tasks
1. To plan, develop and deliver marketing communications campaigns under the direction of the Marketing Campaigns Manager and Head of Marketing Campaigns.
2. Develop engaging and impactful email communications for key audiences.
3. Play a proactive role in managing databases and how to segment data within the Marketing Campaigns team’s email marketing platform.
4. Use marketing automation to ensure effective communications programmes are delivered to key audiences.
5. To support the Marketing Campaigns Manager in developing and delivering a range of online events.
6. Support the Head of Marketing Campaigns in the development and delivery of advertising campaigns using Google Search, social media, digital display and out of home.
7. Provide colleagues with regular and ad-hoc reports of the team’s activity which provide insights to inform campaign planning and provide benchmarks of activity.
8. Make recommendations for improvements in areas including, but not limited to, messaging, timings and channel performance.
9. Take day-to-day operational oversight of platforms and areas of work that are delegated by Marketing Campaigns Manager or Head of Marketing Campaigns; for example Unibuddy.
10. Proactively develop, grow and maintain effective working relationships and networks with key individuals internally and externally within higher education.

11. Ensure an integrated approach to campaign delivery and content creation, ensuring colleagues across Marketing and Communications are consulted, engaged and involved as appropriate.

12. Ensure assigned web content is managed according to website governance models.

13. Support the administration and logistics of campaigns through activity which includes, but is not limited to data gathering, input and analysis, maintaining planning schedules, managing booking numbers for recruitment and conversion events.

14. Support some out-of-hours activities and events, in accordance with the College TOIL policy. This includes, but is not limited to Open Days. Volunteer time during the working day to support College priorities such as, but not limited to, Graduation and NSS survey completion.

15. Any other duties as required by the line manager, Assistant Directors or Director that are commensurate with the grade.

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<th>Other Duties</th>
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<td>The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the College. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager.</td>
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The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.