JOB DESCRIPTION

Job Title:	Marketing Officer
Department / Unit:	Department of Marketing and Communications
Job type:	Full-Time, Fixed-Term, Professional Services
Grade:	RHUL 6
Accountable to:	Marketing Manager
Accountable for:	N/A

Purpose of the post

The Marketing group is responsible for motivating and engaging target external audiences by identifying, bringing to life and effectively expressing Royal Holloway's stories through a variety of channels in the most inspiring, impactful and relevant way.

Working both in conjunction with other members of the team or on their own projects as appropriate, and towards outcomes agreed with the Marketing Manager, the Marketing Officer will plan, develop and deliver activity in support of the needs of a specified internal group (or groups), in order to strengthen the reputation of Royal Holloway and support its growth ambitions.

Key tasks

1. In conjunction with the Marketing Manager, develop an annual marketing plan for the specified internal group(s) to include University-wide and specific activities, and regularly report on its success.
2. Create, plan and deliver engaging, relevant and creative activity in support of the specified internal group(s) that has a measurable, positive impact on identified target external audiences.
3. Directly create content for digital and print materials to support agreed campaigns and programmes, for use across owned, earned and paid-for channels, adopting a digital first approach where possible.
4. When considering new content, ensure consideration is given to recycling / repurposing existing content to avoid duplication and consider the wider utility of new content for a broader audience so that colleagues may recycle and repurpose in turn.

5. Work closely with the Marketing Manager to ensure relevant content brings to life the tailored narrative agreed in relation to the specified internal group(s) and particularly showcases academic and student successes.
6. Work within an agreed budget on behalf of the specific internal group(s) to deliver paid-for marketing activity.
7. Working with third party agencies, or implementing directly, plan and deliver paidfor advertising campaigns in support of the specified internal group(s), liaising closely with colleagues leading University-wide advertising campaigns to ensure alignment and efficiency of spend.
8. Be recognised as a subject matter expert for the specified internal group(s) among Marketing and Communications colleagues.
9. Ensure an integrated approach to campaign delivery and content creation, ensuring colleagues across Marketing and Communications are consulted, engaged and involved as appropriate.
10. Contribute to the development of new online and offline resources and projects as part of the Marketing group.
11. Contribute directly to maintaining the social media feeds of the specified internal group(s), liaising closely with the Digital team to ensure a joined up proactive and reactive approach to harnessing the benefits of social media.
12. Ensure assigned web content is managed robustly according to website governance models. Identify opportunities for new content and ways to improve existing content and ensure these are shared with the Digital team.
13. Champion and ensure the integrity of the Royal Holloway brand and narrative within both a digital and analogue environment.
14. Develop, grow and maintain effective working relationships and networks with key individuals internally.
15. Support some out-of-hours activities and events, in accordance with the University TOIL policy. This includes, but is not limited to Applicant Visit Days and Open Days.
16. Volunteer time during the working day to support University priorities such as, but not limited to, Graduation and NSS survey completion.
17. Any other duties as required by the line manager, Assistant Director or Director that are commensurate with the grade.

Other Duties
The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the University. The postholder will be expected to undertake other duties as appropriate. The postholder may be required to work at any of the locations at which the business of Royal Holloway is conducted.
Internal and external relationships
The following list is not exhaustive but the postholder will be required to liaise with: • Marketing and Marketing Campaigns teams • Internal Communications team • PR team • Events team • Student Recruitment teams • Admissions team • IT team • Academic staff • Other Professional Services staff • External marketing services providers