

Job Description

Job Title:	Marketing Coordinator	Closing date:	22nd July 2022
Salary range:	£18,688 - 19,202 (<i>pro rata</i>)	Interview date:	w/c 1 st August 2022
Mode:	Permanent, 22.5 - 30 hours per week (0.6 – 0.8 FTE). Option to work full-time	Start date:	As soon as possible

Purpose

Recruitment of students onto all Nexus ICA courses is of vital importance to the business. This role is responsible for working with the Senior Leadership Team in developing and outworking an effective recruitment strategy that utilises marketing to meet agreed performance targets.

This role coordinates all external communication to ensure that Nexus ICA's brand is built and maintained through all communication platforms, and is outworked within a Communications team and under the management of senior leadership

Nexus ICA exists within a Christian faith-based context, and due to the nature of this role, you will need to be part of the Christian faith and understand that the values of our faith inform and give reason to our life and work here.

Key Areas of Responsibility

Strategy

- Work with the Head of Admissions to ensure continuous growth, building and protection of the Nexus ICA brand, identifying key areas of opportunity for growth through regular competitor and target audience analyses.
- Work with the Head of Admissions to achieve annual targets for student recruitment. Provide the Head of Admissions with monthly performance reports on key metrics relating to open days and digital media growth and interaction.

Advertising & Media

- Responsibility for coordinating all digital, print and event-based advertising ensuring effective and creative uses of relevant advertising platforms including socials, PPC advertising, website and exhibitions.

- Co-ordinate all stages of digital and print marketing campaigns, including ideation, creation of assets, copywriting, printing, distribution and delivery
- Co-ordinate all Nexus ICA Social Media and ensure effective implementation, maintenance and optimisation of digital marketing.
- Co-ordinate the effective implementation, maintenance and optimisation of all marketing automation and website engagement, including tracking and analysing the health and performance of ad campaigns.
- Work with the Head of Admissions to plan and deliver Nexus ICA's exhibition advertising, including exhibition stand design and festival programme advertising (print).

Admissions and Partner Engagement

- Work with the Head of Admissions to ensure effective use and optimisation of the admissions funnel to drive applicants from initial application through to confirmed student.
- Assist in the coordination of Nexus ICA Open Days, both onsite and online, making sure they are planned and delivered to maximise applicant engagement and conversion.
- In collaboration with the Head of Admissions, identify, design and implement ways of effectively engaging Nexus ICA Alumni and Partners

Management & Leadership

- Lead a student Content Creation Team, encouraging creative collaborative processes and teaching and developing them in areas relevant to content creation.

Nexus ICA Staff Responsibilities

In addition to the above, all Nexus ICA staff are expected to:

- Work proactively to ensure that the environment of Nexus ICA is conducive for student learning in line with our educational ethos
- Deal sensitively with issues concerning students and work in conjunction with the designated structure of pastoral care at Nexus ICA.
- Have a working knowledge of the support that is available to students and direct students to other services where appropriate.
- Make a significant contribution to extra-curricular activities that form part of the student experience.
- Take responsibility for upholding and complying with Nexus ICA's Mission and Values statements and for behaving in ways that are consistent with fair and equal treatment for all.
- Attend relevant training and meetings as required.
- Be punctual and demonstrate good time management skills

- Work at all times in accordance with Nexus ICA's policies, procedures, mission and values.
- Undertake any other duties commensurate with your grade, and/or hours of work, as may reasonably be required of you in order to further the aims and objectives of the Institute.

Person Specification

Criteria	Essential	Desirable
Education/qualifications	A relevant degree or equivalent educational qualification and/or relevant work experience.	Relevant professional communications or marketing qualification.
Knowledge and experience	<p>Experience in creating and commissioning digital content for a range of platforms and channels.</p> <p>Experience analysing and interpreting data and trends with a focused attention to accuracy.</p>	<p>Experience of working in the HE sector.</p> <p>Experience of training and digitally upskilling others.</p> <p>Experience in supporting the delivery of face-to-face and online events.</p> <p>Experience of managing social media channels for student recruitment or marketing purposes (including responding to complex communications situations as they arise).</p>
Specific skills	<p>Excellent copywriting, editing and proof-reading skills, and experience of writing engaging and accessible content.</p> <p>Confidence in producing creative content, including video/photography, video/photo editing and graphic design</p> <p>Ability to manage social media accounts and create engaging, public facing content</p> <p>Proven track record of managing content on websites and working with website teams.</p>	<p>Strong understanding of key legislation e.g. FOI, Data Protection Act and Copyright Law, CMA</p> <p>An understanding of web design and coding, specifically in Wordpress.</p> <p>Ability to set up accurate tracking using Google Analytics, Google Tag Manager, Facebook Pixel & custom conversions, and custom integrations.</p>

	<p>Understanding of marketing analytics for assessing the effectiveness of campaigns and conversion initiatives, this includes demonstrable experience in using and maintaining Google analytics to assess and support campaign performance as well as email and social media metrics.</p>	
<p>General skills</p>	<p>Excellent interpersonal skills – communicating, explaining, persuading, negotiating – in relation to a variety of audiences.</p> <p>Excellent project and time management skills and the ability to prioritise work within tight deadlines.</p> <p>Ability to use initiative and adopt a creative approach to problem solving.</p> <p>Excellent IT skills and capability to learn new systems when required.</p> <p>Proven ability to work independently and as part of a team.</p> <p>Excellent attention to detail.</p>	
<p>Other requirements</p>	<p>All positions within Nexus ICA require a DBS check to be carried out.</p>	