



Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the School, in consultation with the postholder.

Job title: Marketing Officer

Department/Division: Management

Accountable to: Marketing Manager

Job Summary

The Marketing Officer supports the Marketing Manager in developing, implementing and managing marketing and conversion activities for the Department of Management, in order to increase our competitiveness in student recruitment.

The post holder is responsible for event coordination, designing and producing marketing materials (both print and digital), producing compelling written communications, and intelligence gathering and analysis within the scope of the Department's Marketing and Communication plans. This will consist of maintaining existing content, as well as developing new content to meet user needs, and ensuring that key marketing messages are disseminated effectively to a range of audiences.

The post-holder will also work with colleagues in multi-functional teams and build effective working relationships with Professional Services colleagues and Faculty involved in these projects, as well as contribute to the implementation of the Department's social media strategy and Customer Relations Management (Salesforce). The role is in the Events, Marketing, Communications, Corporate Relations and Alumni Relations (EMCCA) team. Some evening work and travel will be required.

Duties and Responsibilities

Communication

1. To operationalise the marketing strategy for promoting the Department's portfolio of programmes to prospective students through student recruitment events, promotional materials, and other marketing activities
2. To support the marketing function in implementing an integrated marketing and communications strategy for the Department, including:
 - Supporting the Marketing Manager in delivering campaign activity (including drafting and fact checking copy and sourcing imagery for campaigns)
 - To lead on the development and delivery of student recruitment marketing events including information sessions, offer holder events and national/international education fairs
 - Enhancing engagement and improving conversion with applicants and offer holders through a proactive and engaging approach to targeted communications campaigns
3. To exhibit exceptional communication skills by:
 - Writing compelling marketing copy for print and digital formats. Highlighting key selling points,



- ensuring that copy is suitable for the intended audience
- Proofreading with a high attention to detail
- Taking initiative to rework information to ensure that copy is kept fresh and accurate and that all programme updates are made in a timely manner
- 4. Engaging key audiences via the Department's social media channels through effective content generation
- 5. To lead on the operational production of brochures and other printed materials, including:
 - Developing ideas and innovative approaches for new and engaging printed materials
 - Liaising with designers where appropriate to define artwork and production spec (including managing costs within the Department's print marketing budget)
 - Writing/proofing original content and sourcing images
 - Checking that the material accurately reflects the intended audience
- 6. To independently lead on the production of engaging HTML email campaigns, including the development of a content plan
- 7. To work on the Department's website in conjunction with colleagues in the EMCCA Team, including:
 - Ensuring the website is an impressive and effective "shop window" for the Department
 - Editing pages, proof reading and checking copy
 - Ensuring that content adheres to School house style and is of a high editorial quality throughout
 - Advising others on best practice web content writing
 - Ensuring compliance with UK law and LSE regulations, e.g. copyright, GDPR
 - Ensuring accessibility and usability of pages
 - Making recommendations for campaign landing pages and student recruitment forms

Teamwork and motivation

- 8. To take a proactive approach to understanding how the wider roles within the EMCCA team can help achieve shared goals and seek out opportunities for collaboration
- 9. To lead by example and form positive working relationships with professional service and academic colleagues and utilise these to gain buy-in and support for marketing and communications activities
- 10. To operationally lead on student recruitment events planning and delivery, and independently manage the participation of other team members, Faculty, Professional Services Staff in the Department and volunteers
- 11. Collaborate effectively with Marketing colleagues, ensuring the team are kept up to date with ongoing projects/priorities
- 12. Act as a brand ambassador, providing advice to the Department's Professional Services Staff in relation to marketing collateral, brand guidelines and appropriate marketing activity
- 13. To liaise with other members of the Department and School and proactively share data to ensure a cohesive, collaborative approach to student recruitment and conversion activities across LSE

Liaison and networking

- 14. To build positive working relationships with faculty and Professional Services colleagues, to enable effective collaboration and the smooth running of activities
- 15. To liaise and negotiate effectively on cost and timelines for key projects with external suppliers such as design agencies and events companies, in order to gain the best possible service for outsourced marketing activities, while working within an allocated budget
- 16. To represent the Department and LSE at meetings with external stakeholders and at student recruitment events (both nationally and internationally)
- 17. To maintain an awareness of key projects and developments across the Department and propose relevant adjustments or developments to the marketing and communications strategy
- 18. To train and supervise event stewards/student ambassadors



Service delivery

19. To undertake benchmarking activities against competitor institutions, form networks and use an awareness of industry developments and relevant trends to inform the Department's marketing activities
20. Have a working knowledge of the entire programme offering of the Department of Management and its target audiences
21. Ensure that marketing collateral and email campaigns are updated in a timely manner to ensure programme accuracy
22. To work closely with key contacts, external agencies and partners to ensure a consistently high standard of service, information and presentations to support colleagues, partners and prospective students in marketing and communications activities
23. To support the Marketing Manager in ensuring marketing campaign delivery by:
 - Booking, designing and tracking advertising as and when required
 - Providing creative input into new advertising campaigns
 - Assisting in collating programme information, identifying key USPs, proofreading, copy writing and editing for marketing purposes
 - Setting up social media campaigns and/or Google AdWords as and when required
24. To support the student recruitment and conversion plans through the provision, collection, and management of accurate marketing data and analytics
25. Some work outside of normal working hours, and occasional national and international travel, will be required for the delivery of student recruitment events

Planning and organising resources

26. To independently plan and deliver an annual programme of student recruitment events and communications, ensuring that key members of staff are informed of upcoming event dates in a timely manner
27. Making recommendations for attendance at key recruitment events
28. Develop relationships with the central student recruitment, marketing and admissions teams and provide support for specified events, where the Department's presence would be beneficial
29. Lead on all events marketing within the Department, including:
 - The organisation of the Postgraduate information sessions and offer holder events
 - Coordinating with faculty, Professional Services Staff and student ambassadors
 - Event design, agenda and content
 - Booking venues/rooms, ordering of catering and any other facilities
 - Management of pre and post event communications and other promotional activity
 - Working collaboratively with the Digital Marketing Officer to ensure an appropriate 'digital presence'
30. To take the lead on managing the production of all printed marketing materials, liaising with designers as required and soliciting content contributions from colleagues across the Department
31. To independently plan targeted communications for the prospective student and offer holder email nurture campaign, including:
 - Maintaining an annual plan for prospective student and offer holder communications email campaigns
 - Drafting copy for the email nurture campaign and conversion activity, keeping copy fresh, accurate and in line with brand guidelines and tone of voice
 - Lead on the creation and distribution of pre and post event communications (reminder and follow up emails) using Salesforce
 - Monitor engagement and conversion rates (such as from invitation to registration to attendance) and work collaboratively with Marketing colleagues to make recommendations for activity to support email campaigns



- Provide adhoc reports on email campaigns
 - Ensure all email activity is GDPR compliant
 - Lead on the delivery of deposit activity, working closely with the programmes team and admissions to ensure activity is fully tracked and maintained throughout the recruitment cycle
32. To contribute to the development of the student ambassador programme, developing a pipeline of student volunteering opportunities and work with key stakeholders in the Department to steward volunteers and encourage engagement
33. To manage a busy and varied workload and to prioritise effectively with minimal supervision

Decision Making and Problem Solving

34. To input into the development of the Department's student recruitment marketing strategy with data, reports and recommendations
35. To take responsibility for student recruitment events and their implementation in line with the priorities identified in the marketing and communications strategy, taking independent decisions to ensure the smooth running of events and demonstrating own initiative in resolving any operational problems which may arise
36. To proactively initiate and develop new ideas and projects underpinned by research and market intelligence
37. To work under own initiative to independently deliver and develop student recruitment activities and review marketing publications with a view to creating original, innovative and engaging content, liaising with both internal contacts and external agencies as required.

Research and Analysis

38. To gather marketing intelligence including competitor data and programme information to be used in marketing research and analysis
39. Ability to report back on marketing activity and make recommendations for improvement
40. To help produce reports around marketing activity, including progress reports and recommendations for the future
41. To undertake regular monitoring and analytics of communications, social media, event attendance and communications campaigns and use insights to propose relevant adjustments, improvements or developments to integrated marketing and communications strategies
42. Gather and analyse student profile and market information to inform campaign planning
43. Monitor, measure and record effectiveness of campaigns, using reporting tools as appropriate (Salesforce, Google Analytics etc)
44. To proactively monitor industry trends and competitor activities to use for benchmarking and development of campaigns

Flexibility

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the exigencies of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate.

Equity, Diversity and Inclusion (EDI)

LSE is committed to building a diverse, equitable and truly inclusive university. All posts (and post holders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender identity, marriage and civil partnership, pregnancy and maternity, race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.



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**Ethics Code**

Posts (and post holders) are assumed to have a responsibility to act in accordance with the School's Ethics Code and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School's Effective Behaviours Framework is designed to support this Code. It sets out examples for the six behaviours that all staff are expected to demonstrate, these can be found on the following link: [click here](#)

Environmental Sustainability

The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy.