



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: Department of Management
Accountable to: Marketing Manager

Job Summary

Reporting into the Marketing Manager, the post-holder develops, implements, monitors, analyses and reports on marketing and conversion activities for the Department of Management, in order to increase our competitiveness in student recruitment and brand awareness.

The post-holder is responsible for designing and producing marketing materials (both print and digital), producing compelling written communications, campaign management, event delivery (online and in-person), and intelligence gathering and analysis within the scope of the Department's Marketing Communication plans. This will consist of maintaining existing content, developing new content and campaigns to meet user needs and ensuring that key marketing messages are disseminated effectively across a range of channels. The post-holder will manage a number of degree programmes from the Department's portfolio.

The post-holder will also work with colleagues in multi-functional teams and build effective relationships with Professional Services colleagues and Faculty as well as external service providers and agencies. They will also input into the Department's social media plans and drive forward the use of and capabilities with Salesforce.

The role is in the Marketing, Analytics and Communications (MAC) team. Some evening work and travel will be required.

Duties and Responsibilities

Marketing and Communication

1. To operationalise the marketing strategy for promoting the Department's portfolio of programmes to prospective students through digital content, student recruitment events, 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, sourcing imagery and producing video content);
 - Developing and delivering student recruitment events (online and in-person) including information sessions, offer holder events, webinars 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;
 - Ensuring that the School brand and core messages at School and Departmental level are effectively conveyed to applicants and prospective students;
 - 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;
 - Communicating with a range of staff and presenting plans and obtaining feedback.
- 4. Engaging key audiences via the Department's social media channels through effective content generation and channel management and proactively driving social media campaigns.
- 5. To lead on the operational production of printed and digital materials, including:
 - Developing ideas and innovative approaches for new and engaging marketing materials;
 - Liaising with designers or external agencies 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 develop and design engaging HTML email campaigns, including content plans.
- 7. To work on the Department's website in conjunction with colleagues in the MAC and SMRSA (Student Marketing, Recruitment and Study Abroad) Teams, 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 LSE house style and is of a high editorial quality throughout;
 - Reviewing web and multimedia content annually and developing and refreshing content targeted at the audience to coincide with the recruitment cycle i.e. offer holder hub, student profiles;
 - Ensuring compliance with UK law and LSE regulations, e.g. copyright, GDPR, UKVI and CMA
 - Ensuring accessibility and usability of pages;
 - Building campaign landing pages and student recruitment forms to support marketing activity.

Teamwork and Motivation

8. To support colleagues in the marketing function and keep team up to date on individual and shared activities.
9. To take a proactive approach to understanding how the wider roles within the MAC team can help achieve shared goals and seek out opportunities for collaboration.
10. 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.
11. To proactively manage the participation of other team members, Faculty, Professional Services Staff in the Department and volunteers in student recruitment activities.
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 brand awareness, student recruitment and conversion activities across LSE.

Planning and Organising Resources

14. To plan and deliver an annual programme of student recruitment activities and communications, ensuring that key members of staff are informed of plans.
15. Make recommendations for attendance at key recruitment events and listings on relevant external websites.



16. Develop relationships with the central student recruitment, digital communications, marketing and admissions teams and provide support for specified events/activities as requested.
17. Deliver marketing activities within the Department, including:
 - The organisation of information sessions, webinars and offer holder events (online and in-person);
 - Coordinating with Faculty, Professional Services Staff and student ambassadors on relevant activities;
 - Coordinating web content, blogs, social media, PR leads and source engaging student stories;
 - Commissioning and managing the development of original digital marketing content;
 - Proactively developing and reporting on marketing metrics.
18. 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;
 - 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 reports on email campaigns;
 - Ensure all email activity is GDPR compliant.
19. To design and deliver the student ambassador programme, developing a pipeline of student volunteering opportunities, steward student volunteers and encourage engagement, alongside working with key stakeholders in the Department.
20. To manage a busy and varied workload and to prioritise effectively with minimal supervision.

Service Delivery

21. To undertake benchmarking activities against competitor institutions and use an awareness of industry developments and relevant trends to inform the Department’s marketing activities.
22. Have a strong knowledge of programmes in the Department of Management and its target audiences.
23. Have a working knowledge of technical platforms used in marketing activities, including Google Analytics, WordPress, social media platforms and scheduling tools, Salesforce, Zoom, Asana, Google Adwords.
24. Contribute to website optimisation, taking the lead for driving optimisations for webpages within individual portfolio.
25. Ensure that marketing collateral, website, videos and email campaigns are updated in a timely manner to ensure programme accuracy.
26. 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.
27. 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.
28. To support the student recruitment and conversion plans through the provision, collection, and management of accurate marketing data and analytics.
29. To proactively undertake shared administrative duties including responding to comments on social



media, managing the marketing mailbox and processing payments.

30. Attendance at events (including some work outside of normal working hours) and occasional national and international travel, will be required.

Liaison and Networking

31. To build positive working relationships with Faculty and Professional Services colleagues, to enable effective collaboration and the smooth running of activities.
32. To liaise and negotiate effectively on cost and timelines for key projects with external suppliers, while working within an allocated budget.
33. To represent the Department and LSE at meetings with external stakeholders and at student recruitment events (both nationally and internationally).
34. To independently maintain an awareness of programmes, key projects and developments across the Department and propose relevant adjustments or developments to the marketing and communications strategy.
35. To recruit, manage and engage student ambassadors.

Research and Analysis

36. To gather marketing intelligence including competitor data and programme information to be used in marketing research and analysis.
37. To help produce reports around marketing activity, including progress reports and recommendations for the future.
38. 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.
39. Gather and analyse student profile and market information to inform campaign planning.
40. Monitor, measure and record effectiveness of campaigns, using reporting tools as appropriate (Salesforce, Google Analytics etc).

Decision Making and Problem Solving

41. To input into the development of the Department's student recruitment marketing strategy with data, reports and recommendations.
42. To take independent decisions in line with the marketing plan and demonstrating own initiative in resolving any operational and technical problems which may arise.
43. To proactively initiate and develop new ideas and projects underpinned by research and market intelligence.
44. 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.
45. To manage day-to-day problems as they arise, referring up when necessary.

Any other duties that support the objectives of the Marketing function as requested by the Marketing Manager or the Head of Marketing, Analytics and Communications.

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.

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.