

# Marketing Officer (Business Development)

## Job Overview

<b>Department</b>	Marketing
<b>Location</b>	St Katharine Docks, London/ Hybrid
<b>Term</b>	Full-time, 12 months contract
<b>Salary</b>	Between £28,000 and £33,000 dependent on experience
<b>Benefits</b>	Generous benefits package including 25 days holiday allowance (excl. Bank holidays), group life assurance, group income protection, pension schemes and private healthcare (optional)
<b>Reports to</b>	Senior Marketing Officer (Business Development)
<b>Start date</b>	July 2024

This new role has been created to support Northeastern University London's Senior Marketing Officer (Business Development) in the development and implementation of the marketing plan for the university's Business Development (Biz Dev) portfolio, and the creation and delivery of marketing content and communications.

You will collaborate with the Biz Dev team, translating their briefs into engaging, professional and on-brand marketing content and communications, targeting both B2C and B2B audiences, as appropriate. You will work closely with your colleagues in the marketing team on the execution of digital and internal marketing aspects of the plan (e.g. emails, social media content, newsletters) and liaise with the Widening Participation and Undergraduate and Recruitment teams on delivery of marketing related to student outreach activities.

Your objectives will be to generate and engage prospective employer and student leads for the full suite of Business Development academic programmes, which include degree apprenticeship programmes, skills bootcamps, and short courses, with the ultimate aim of increasing and diversifying our apprenticeship student body and employer community.

### About Northeastern London

NU London is the European campus of Northeastern University and the UK's newest University. Northeastern University is a large, top-tier, research intensive (annual grant income \$200m+), Boston-based institution, with campuses across North America and London. NU London's campus is situated in St Katharine Docks, on the banks of the river Thames, next to Tower Bridge, and comprises three faculties in the disciplines of humanities, social science and computing, maths, engineering, and natural sciences. Founded in 2012 as 'New College of the Humanities', NU London has established itself as a prestigious higher education institution based in the heart of London. After becoming part of Northeastern University's global network in early 2019, the University has undergone a period of rapid growth, with taught degree awarding powers granted in February 2020. The University currently has in the region of 180 faculty (50 of which are research focussed) and a growing body of postgraduate (PhD) students.

NU London boasts two research institutes: Network Science and Experiential AI, and seven research clusters: AI, information, and ethics; Cities; Globalisation; Digital Governance; Higher Education; Social Dynamics and Digital Humanities.

### **Duties and Responsibilities**

- Manage the development of marketing materials required to support Biz Dev teams in the field and to deliver on campus initiatives (e.g. publications, brochures, branded items, etc.).
- Create engaging, accurate and up-to-date copy and content for use across digital channels (e.g. NULondon.ac.uk, third party listings and events websites, etc.) ensuring compliance with the Competitor Markets Authority (CMA) guidelines and NU London brand guidelines, including the use of third-party sites for advertising via email, featured profiles, and any other appropriate products, collaborating with the Digital & Performance Marketing team to execute.
- Manage promotional campaigns for Biz Dev events, such as launches, networking, receptions, etc., supporting registration forms, attendance recording and performance reporting using CRM functions as and when required.
- Project-manage the creation and execution of print materials and direct mail campaigns for employer and prospective student lead generation and engagement, tailoring messages and formats to audience segments and defined phases in the recruitment cycle.
- Assist the Biz Dev and Marketing teams with on the ground event delivery, which may include occasional evenings and weekends.
- Responsible for ensuring all emails in marketing shared inboxes are responded to and dealt with within a reasonable timeframe.
- Assist the Marketing teams with ad hoc events, campaigns, and communications as and when necessary.
- Any other ad hoc projects and tasks commensurate with the role.

### **Skills, Knowledge & Experience**

- Experience in the origination, briefing and production of marketing content and communications, consistent with a unified brand, across a range of channels (e.g. print materials, email, website). (Essential)
- Exceptional written communication skills, with experience of writing copy in long form and short form for a variety of audiences and marketing channels (Essential)
- Evidence of strong attention to detail combined with a creative eye (Essential)
- Outstanding planning and coordination capabilities, with the ability to prioritise workload, exercise good time-management and the work to deadlines (Essential)
- Ability to build and maintain strong relationships with colleagues (Essential)
- Experience of managing third parties and agencies. (Essential)
- Good first degree or similar (e.g. CIM) in a creative or marketing field (Desirable)
- Experience in a marketing role, preferably within the Higher Education sector and with knowledge of B2B and B2C marketing tactics. (Desirable)
- Ability to work with multiple audience segments and customer journeys to ensure relevance to target audience, appropriateness of messaging, optimise effectiveness, and brand compliance, across all segments. (Desirable)
- Understanding of the UK higher education sector context with experience of applying the Consumer Markets Authority (CMA) guidance and regulatory compliance. (Desirable)

## **Application Process**

Applications should be made via [this link](#) by 23:59 by **16 June 2024**. Please reference your application **MO524**. Participation in the equal opportunities section is encouraged, but voluntary. Applications must include a covering letter of no more than one page and a full curriculum vitae. Applications are welcome from all sections of the community and will be judged on merit alone. Candidates must be able to demonstrate their eligibility to work in the UK in accordance with the Immigration, Asylum and Nationality Act 2006.