



Job Description & Person Specification

Post title: School Marketing Executive (Funded Projects), Nottingham Business School	Post No: XXXXX
School or Department: CAMS: Communications, Admissions, Marketing and Student Recruitment	Date created: June 2024
Grade: F	Hours per week: 37
Fixed term end date (if applicable): Fixed term until end March 2025	
Other requirements of the role:	
Immediate line manager: School Marketing Officer, dotted line reporting to Projects Manager – SME Projects	
Title & Grade of posts line managed by post holder: None	

Job purpose:

The role is an integral part of Nottingham Business School's (NBS) delivery of support to Small and Medium-Sized Enterprises (SMEs). The post-holder will support the marketing of SME activity internally and externally, to potential clients and stakeholders, using a variety of appropriate media. This could include: pre-event campaigns, communication of project progress, and sharing success.

A key aspect of the role will be digital content creation including writing engaging web, email and social copy, development of digital assets, organising video and photography, and ongoing website updates.

Our projects currently include:

1. **Help to Grow: Management** – a UK Government funded course which supports SMEs to recover and grow through delivery of an online Management and Leadership Programme.
2. **NTU Amplify Growth** – Funded by the Shared Prosperity Fund, a comprehensive package of free support, helping eligible SME businesses in Nottingham City to innovate and grow.
3. **Create Growth Nottingham (CGN2)** - A programme to accelerate the ambitions of creative businesses across the regions, enabling them to unlock their high-growth potential. The project is a partnership between Nottingham Trent University, University of Nottingham, NBV and Nottingham City and County Councils.
4. **Skills Bootcamp** - NTU's Skills Bootcamps are part of the Government's Lifetime Skills Guarantee, helping everyone gain skills for life. Delivered in partnership with employers, providers and local authorities, they will help people develop the skills that are in demand in their local area and get a better job.

Principal duties and responsibilities:

1. Contribute to and assist the delivery of activities in the annual School marketing plans and project contracts in order to achieve School objectives and commitments around participant recruitment and client experience; commercial and enterprise activity.
2. Develop and deliver School content to support corporate and participant recruitment campaigns across a broad range of marketing activity (e.g. paid and organic social, print, web and digital content and events) ensuring the content is timely, engaging, inclusive and relevant to the target market to support annual marketing plans.

3. Proactively work with School Marketing and central colleagues to gather and create School content including key messages, School news, video content, photography, case studies and profiles of current participants, alumni, staff and key stakeholders for use across digital and print.
4. Co-ordinate the compilation of a series of digital case studies to record participant experiences and promote client engagement.
5. Understand project funding compliance requirements and ensure that all requirements, such as branding and attribution, are applied rigorously to all marketing materials and copy, according to the guidance provided.
6. Support the delivery of a sector-leading applicant communications experience through the effective showcasing of School content during the key touch points in the participant recruitment journey.
7. Represent the Schools at recruitment and business development events, working closely with School Marketing colleagues, the Events and Project teams to ensure all events are delivered to the highest professional and compliance standards and achieve desired marketing outcomes.
8. Develop and maintain trust based working relationships with colleagues across the University which enhance the reputation of the CAMS Department and Project teams amongst internal stakeholders and which garner support for recruitment activities.
9. Assist with the planning and delivery of School and Project events, ensuring that all activities are delivered on time and to budget.
10. Report on and evaluate all marketing activities to comply with Project reporting requirements, inform future marketing decisions and effective use of marketing budget.
11. To promote and support the organisation of specialist growth programmes, workshops and advice for SMEs delivered by staff and specialist associates from Nottingham Business School. Activities will include enrolling companies onto events, communicating event details and understanding the additional needs of business clients.
12. To create business leads by promoting the projects and the opportunities for SMEs to benefit from the expertise and resources of the University. This may be through targeted marketing campaigns, press and PR, working with partner organisations, and specialist seminars, workshops and business networking events.
13. Support the University at internal and external events as required.

N.B. The post holder will be required to support the delivery of events, which may fall outside of core working hours i.e. evenings and weekends. This includes (but is not limited to) Launch and networking events, open days,, Graduation, Enrolment, Confirmation and Clearing, Commercial/Research Events, Stakeholder Events, External Events.

The post holder may be required to be available on-call to cover specified out of hours duties or in an emergency situation.

The post holder may be required to undertake any other duties, which may reasonably be required as within the nature of the duties and responsibilities of the post as defined, subject to the proviso that normally any changes of a permanent nature shall be incorporated into the Job Description in specific terms.

Personal Attributes

Attributes	Essential	Desirable
Knowledge	<p>Knowledge and demonstrated success of current marketing theory and practice in relation to marketing communications.</p> <p>Knowledge and demonstrated success in relation to marketing, content creation, web and digital.</p> <p>CRM systems and email marketing.</p>	<p>Knowledge of UK HE sector.</p> <p>Knowledge of SMEs and B2B marketing.</p> <p>Awareness of social media channel strategies and digital marketing trends.</p>
Skills	<p>Excellent interpersonal skills, with strong communication skills (written and verbal).</p> <p>Creativity.</p> <p>Copywriting skills for print and online materials.</p> <p>Able to work effectively as a team member with a willingness to roll up sleeves and deliver hands-on help as part of a team.</p> <p>Demonstrable initiative and enthusiasm, and the ability to successfully multi-task.</p> <p>Ability to interpret numeric data and demonstrate investigative research and analytical skills.</p> <p>An ability to provide a customer-focused service to a range of customers.</p> <p>Strong eye for detail and proof-reading skills.</p>	
Experience	<p>Relevant marketing experience in a service-led consumer-marketing environment.</p> <p>Experience of implementing marketing plans and campaigns.</p> <p>Experience of developing digital content for web, CRM and social media.</p>	<p>Experience of delivering external customer facing events.</p> <p>Experience of working in a customer focused environment and using social media for business purposes.</p>
Qualifications	<p>Educated to degree level or have an equivalent professional qualification or can demonstrate relevant work experience.</p>	

[N.B All competencies should be drawn from the NTU Competency Framework, which can be found [here](#)]

Competencies

Essential Competencies	Desirable Competencies
<p>Team Working (Level 2) Contributes to team development, seeking and testing improvements to the team's outputs/service.</p> <p>External Customer Focus and Insight (Level 4) Anticipates needs of customers, seeking evidence of demand from market(s). Translates external demand to internal stakeholders.</p> <p>Adaptability (Level 2) Responds positively to change, supporting others in managing transition and being flexible in approaches to job role. Is aware of own strengths and areas for development. Seeks feedback on own work.</p> <p>Making Informed Decisions (Level 1) Is aware of the data/information/research available to inform and develop areas of work. Keeps up to date with information and its quality in order to make judgements.</p> <p>Organisation and Delivery (Level 2) Plans time taking account of organisational priorities and other colleagues' work roles to achieve results.</p> <p>Leading and Coaching (Level 1) Displays high personal standards, gives and receives feedback and ensures that colleagues are aware of their roles and responsibilities. Leads by example.</p>	<p>Internal Relationship Management (Level 2) Works to identify customer needs. Seeks feedback and develops service delivery accordingly. Influences and develops ideas to enhance customer satisfaction.</p>

Job Description and Person Specification created by: Nicola Vassallo, Associate Director of Brand and Marketing
