

Job Description and Person Specification for: Marketing and Communications Assistant

Department:

Marketing and Communications

Reports to:

Marketing Manager

Salary (Band/Annual/Pro rata):

Band B

Responsible for:

N/A

Hours per week/FTE:

36.25 hours per week (1 FTE)

Working Pattern:

08:45 – 17:00 Monday to Friday

Job Purpose/Summary:

The Marketing and Communications Assistant supports the Marketing and Communications Team with internal and external communications, event support and general administration.

The postholder supports with day-to-day management of internal communications to students and staff, as well as creating and disseminating the University's 'keep warm' communications for our applicants, receiving a variety of briefs and writing news stories from across the University. The post holder is also required to support the broad range of events managed by the University both on and off campus. Events include open days, applicant days, campus tours, UCAS exhibitions and Graduation, working closely with our Student Ambassadors.

The Marketing and Communications Assistant will also be critical in supporting the Marketing and Communications Team in general administrative tasks, supporting budget tracking, research, data capture, stock control, administration of events and reporting.

Main Responsibilities/Key Tasks:
Internal Communications

- To plan, create and manage regular internal email campaigns for stakeholders
- To professionally receive briefs from stakeholders across HSU and provide excellent customer service
- To play a key part in writing and managing internal communications so that multiple projects can be delivered to time and to brief

External Communications

- To plan, create and manage regular external 'keep warm' communications for applicants
- To actively seek out and create stories to support the applicant magazine and email campaigns
- To liaise with 3rd parties to create, print and deliver the annual applicant magazine
- To support with social media and the HSU website as required

Events

- To support with the planning, organising and the delivery of key events for the University including open days, applicant days, campus tours, UCAS exhibitions and Graduation
- To book, brief and support Student Ambassadors for event attendance
- To prepare marketing materials for events
- To maintain databases and new leads with enquirers from events
- To support pre and post event communications

General Marketing Duties

- To deliver a high level of customer service to internal and external stakeholders who may visit in person or communicate by email or telephone
- To maintain adequate stocks of prospectus and marketing materials
- To keep abreast of the latest emerging digital and new media trends as relevant to the student and prospective student target audience
- To support with undertaking research for consumer and competitor insight

Additional Duties

- To demonstrate support for the University's commitment to equal opportunities and its Equality, Diversity, Inclusion and Belonging Policy.
- To demonstrate support for the University's Health and Safety Policy ensuring that it is adhered to in the post holder's areas of responsibility.
- To undertake other activities identified from time to time commensurate with the level of the post.
- To work in line with our values

<u>Requirement:</u>	<u>Essential:</u>	<u>Desirable:</u>
Education, Training and Qualifications	<ul style="list-style-type: none"> ▪ A degree or diploma (or similar qualification) with an emphasis on marketing OR relevant work experience in a similar role. 	<ul style="list-style-type: none"> ▪ A degree or diploma (or similar qualification) with an emphasis on marketing ▪ Professional Marketing or PR qualification
Skills and Knowledge	<ul style="list-style-type: none"> ▪ PC literate with experience of using Windows based applications e.g. Microsoft Office – Word and Excel ▪ Excellent organisational skills. ▪ Able to pick up, use and manipulate other Marketing systems ▪ Good interpersonal skills. 	<ul style="list-style-type: none"> ▪ An understanding of basic marketing principles ▪ Knowledge of the HE sector ▪ Knowledge of the healthcare sector
Experience	<ul style="list-style-type: none"> ▪ Experience in an administrative environment ▪ Previous experience in a customer facing role. 	<ul style="list-style-type: none"> ▪ Previous experience in a marketing environment
Personal Attributes	<ul style="list-style-type: none"> ▪ Exceptionally well organised ▪ Proactive, with the ability to work independently and within a team ▪ Personable, professional and positive ▪ Accuracy and attention to detail 	
Abilities	<ul style="list-style-type: none"> ▪ Ability to write excellent copy, with a high level of accuracy and attention to detail ▪ Ability to prioritise and manage competing deadlines ▪ Ability to develop good working relations in and outside of HSU ▪ Ability to communicate professionally to colleagues and students ▪ Ability to maintain confidentiality 	
Other Requirements	<ul style="list-style-type: none"> ▪ As a member of the Marketing and Communications team, occasional Saturday or 	

	evening work may be required to support HSU's recruitment events.	
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**NB:** *The purpose of the job description is to indicate the general level of responsibility of the position. The duties may vary from time to time without changing their general character or level of responsibility.*

Health Sciences University is committed to equality of opportunity and welcomes applications from everyone regardless of ethnicity, gender, age, faith or sexual orientation.

**June 2025**