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| **Job Title** | **MARKETING OFFICER (Maternity Cover)** | |
| **Grade**  **Salary**  **Hours** | Grade 2.  £25,000 pa  Monday to Friday (35 hours per week). There is flexibility to work 35 hours between 0830 and 1930 across the contracted days. There will be occasional work required out-with the flexi periods. | |
| **Starting Date** | Tuesday 01 September 2020 to Friday 30 July 2021 | |
| **Role** | To develop and lead on the marketing for the RSE programmes relating to Enterprise Fellowships (60%), Research Awards and Public Engagement activities (40%). | |
| **Key responsibilities** | * Plan and deliver marketing activities for the Enterprise Fellowship programmes, public engagement events (online and physical) and research awards activities * Engage with internal and external stakeholders and contractors to raise RSE profile * Maintain communication planning systems to manage trafficking and delivery * Produce reports for marketing and other activity * Prepare copy for range of internal and external publications | |
| **Key Competencies /Skills** | **ESSENTIAL**   * Experienced in leading and managing high quality marketing campaigns across digital and print platforms * Ability to plan and work under pressure and manage multiple projects simultaneously and within budget * Experience with engaging with range of internal and external stakeholders * Experience of working within/or for a similar environment and maintaining networks * Excellent written, communication and visual storytelling skills, including briefings and report writing   Experience in working with designers and printers   * Excellent organisation skills | **DESIRABLE** |
| **Key IT Skills** | **Word/Outlook/Website** | **Excel** |
| Intermediate | Intermediate |
| Adobe Acrobat | PowerPoint |
| Intermediate | Intermediate |
| CRM Database (currently Integra, training will be given) | Others |
| General Procedures |  |
| **Staff Management**  **Responsibilities** | None | |
| **Responsible to** | Head of Communications | |
| **Key Customer Groups** | **External**: General public, government and other public organisations, other academic organisations, Enterprise Fellowships funders, service providers, designers, printers, marketing colleagues  **Internal**: All RSE staff, Enterprise, Awards and PE teams, Fellows | |

**Job Specification**

**Plan and deliver marketing activities for the Enterprise Fellowship programme**

* Twice yearly campaign to encourage applications
* Ongoing cohort engagement – case studies, showcase videos,
* Training period – interactions with the cohort
* Updates and copy for partners, stakeholders, RSE corporate publications
* Monitor and evaluate the marketing plan as it is implemented and make adaptations to improve effectiveness
* Capture and record impact information during the year

**Develop and lead on marketing campaigns for Public Engagement and Research Awards activities**

* Prepare fully formed marketing plans for projects including Curious 2021, RSE Investigates, partnership events including RBGE 350th anniversary event and RSE/SCF lecture and other events agreed with the Public Engagement Team
* Evaluate marketing campaign for effectiveness
* Prepared a marketing plan to underpin the Awards strategy that supports marketing of awards, prizes and medals to relevant audience including preparation of copy, digital marketing and liaison with external providers and lead on implementing activities as agreed with the Research Awards Team

**Co-ordinate and deliver designed materials for marketing campaigns**

* Produce online digital campaigns that work across all RSE digital platforms as appropriate and also with other external platforms such as Eventbrite and conference platforms
* Prepare specifications and identify and appoint designers, printers and manufacturers to work on producing marketing collateral for projects
* Liaise with staff and external contractors to deliver marketing materials within time and budget
* Occasionally design minor pieces of collateral for campaigns

**Engage with internal and external stakeholders to deliver key projects and raise RSE profile**

* Identify synchronicity between projects and events both internally and externally to maximise marketing effort by the RSE
* Identify and contact key stakeholders throughout the city and the country who can help amplify the RSE message and promote and support the RSE’s mission
* Appoint and manage content producers including photographers, videographers and others to help in the development of running marketing campaigns

**Maintain communication planning systems to manage trafficking and delivery**

* Develop and maintain a work planning system for marketing that allows for simple tracking of activity

**Produce reports for campaigns and other projects**

* Prepare reports to a high standard for SMT and other teams following delivery of marketing campaigns detailing objectives, methodology and evaluation with good use of visuals and explanations to illustrate the campaign
* Work closely with Digital Comms Officer in preparing evaluations

**Corporate Expectations**

* Apply RSE’s key behaviours and skills (See “Our Expectations” enclosed).
* Adhere to the RSE vision, mission and values
* Ensure all processes comply with data protection legislation and are in accordance with RSE record management policy and processes
* Observe all health and safety requirements
* Work within and promote policies in relation to the RSE Diversity Policy
* To undertake any training as required by the job description, in line with the business needs or required by your team leader
* To undertake other reasonable tasks as required by RSE

