

JOB DESCRIPTION	
Job title:	Senior Marketing Officer
Reports to:	Head of Marketing & Communications
Department:	Marketing & Communications
Direct Reports:	N/A
Revision Date:	2022
Job Purpose	
<p>The Students' Association's Marketing and Communications team works to increase engagement with, and sales of, the Association's activities (both on and offline) through the creation and delivery of effective communications, marketing campaigns and initiatives.</p> <p>The Senior Marketing Officer supports the Head of Marketing and Communications by developing and delivering marketing campaigns for the Students' Association's services, initiatives and campaigns. This work spans representation, student activities, awareness and behavioral change campaigns, and commercial activity (e.g. events, retail and hospitality).</p> <p>The role demands a solid understanding of marketing principles, creative flair, up-to-date knowledge of current marketing trends and a professional approach to process, deadlines and internal client support.</p> <p>The Senior Marketing Officer is required to produce fast and accurate work, undertaken with a keen eye for detail, and work on multiple projects simultaneously.</p>	
Main Duties and Responsibilities	
<p>Leadership, Management and Development</p> <ul style="list-style-type: none"> • Developing and delivering marketing campaigns which are strategically created to meet the organisation and project's objectives across the following areas of work: <ul style="list-style-type: none"> ○ Representation: including our Student Elections, Student Council, Teaching Awards, Student Awards and the work of our elected Sabbatical Officers and student representatives ○ Commercial activity delivered by Trading Operations, Business Development (Entertainment & Events, Conferencing, Advertising), Retail and Festival ○ Welcome Week (Freshers') activity ○ Advice Place, Student Opportunities (Societies, Peer Learning & Support, Volunteering & Global) and Sustainability work • Undertaking market research studies and reviewing findings to understand our customers and market opportunities • Developing and delivering on and offline advertising campaigns • Monitoring the impact of marketing work undertaken; by target setting, tracking and analysing all engagement data available (e.g. sales figures, digital engagement and feedback) 	

- Ensuring strong, collaborative working relationships with colleagues, and with our Sabbatical Officers. This includes regular meetings with relevant colleagues and providing campaign planning support to Sabbatical Officers
- Managing lines within the marketing budget
- Contributing to departmental plans and budgets
- Providing guidance and training for other Students' Association staff members and students on marketing practices, as required

Communication

- Ensure that the Head of Marketing and Communications is appraised on a regular basis on all aspects of your work
- Ensure colleagues (internal clients) are kept up to date with marketing activity in progress for their areas
- Take an active role in regular department meetings and schedule one-to-one meetings where appropriate
- Provide written or verbal reports to management when required

Standards and Service

- Ensure the Students' Association's values are prevalent in your attitude and approach to all work, in word and deed
- Ensuring that all on and offline marketing and communications are produced to the highest - fit for purpose - standards and are engaging, relevant and targeted
- Ensuring the Students' Association's brands are maintained, developed and utilised to the benefit of the organisation at all time

Key Relationships

- Head of Marketing and Communications (line manager)
- Marketing and Communications team members
- Internal clients from across the organisation
- Sabbatical Officers
- University staff
- External creatives and suppliers

OTHER:

- The Student Association's overall ambition is that 'By 2025, we will be a high performing students' union, valued by our members, delivering outstanding support and services for a vibrant, well-rounded time at university' Our staff are essential to fulfilling this ambition.
- A commitment to the delivery of the Students' Association's Strategic Plan through the implementation of departmental plan activities.
- A positive and respectful attitude to all Students' Association staff, its management, the organisation as a whole, and its members, clients and partners.
- Ensure that every student, staff member or visitor using any of our services has the best possible experience of that service and of the Students' Association as an organisation.
- Adhere to and support Students' Association's Ethical, Environmental and Health and Safety policies and procedures.
- A commitment to training and development of self and others.
- Any other appropriate duties as reasonably required by your line manager, Departmental manager or Senior Management.

PERSON SPECIFICATION			
Job title:		Senior Marketing Officer	
Person Summary			
An enthusiastic, confident, creative and approachable marketer with demonstrable experience of developing and delivering promotions for paid for services and products in a fast-paced environment.			
A person with high expectations of themselves and others, with a passion for detail and the ability to complete projects on time, to a high standard.			
Required Experience:		Essential	Desirable
Technical Ability			
Strong organisational and administrative skills and the ability to prioritise and meet tight deadlines		X	
Skilled use of Microsoft Office software including Powerpoint, Excel, Word and Outlook		X	
Ability to work on multiple projects simultaneously whilst ensuring attention to detail		X	
A firm grasp of marketing principles		X	
A strong understanding of how to create marketing campaigns and communications for a range of target audiences		X	
A solid understanding of how to produce marketing materials for both commercial and non-commercial purposes		X	
Ability to communicate ideas and viewpoints clearly, concisely and non-confrontationally in person and in writing		X	
Strong creative thinking and problem-solving skills		X	
Clear understanding of how to utilise web, social, email and other digital channels for marketing and communications		X	
Excellent copywriting, copy editing and proofreading skills		X	
Personal Skills and Attributes		Essential	Desirable
The ability to demonstrate and engender a positive, helpful and welcoming attitude to fellow staff, members and customers		X	
A commitment to and understanding of ongoing professional development		X	
High personal standards of performance and pride in your work and high expectations of your team and organisation		X	

A willingness to learn new skills as required and undertake appropriate training	X	
Flexibility in terms of hours/days worked to suit organisational needs (including evening and weekend work)	X	
Understanding of the Students' Association's work	X	
Shared values and work ethos with the Students' Association	X	
Experience	Essential	Desirable
Experience in a marketing and communications role (minimum 2 years)	X	
Experience and knowledge of commissioning creative design work for digital and print	X	
Experience of managing e-communications and offline communications to members or customers	X	
Experience of working with website content management systems	X	
Experience of managing social media channels for an organisation	X	
Experience of managing external advertising on and offline		X
Experience of undertaking market research		X
Experience of working with a customer relationship management system		X
Experience of creating digital media for social and web use		X
Experience of marketing for a not-for-profit or membership organisation		X
Experience of writing and distributing press releases and of responding to press enquiries		X
Experience of budget setting and management		X
Experience of working in a student union		X
Training and Qualifications	Essential	Desirable
Educated to degree level or equivalent	X	
Qualification in marketing, communications or PR		X

Our Purpose

To enhance student life at the University of Edinburgh by providing representation, services, activities and support.

Our Principles

Our core principles are the most important way in which we define who we are. They guide our strategy, inform our everyday decisions and influence our behaviour, both as an organisation and as individuals representing the Students' Association.

- **Student led** – prioritise work and services that matter to students
- **Power to change** – be strong representatives, campaigning for students
- **Diverse student communities** – a sense of belonging for all
- **Open and helpful** – in our communications and interactions
- **Collaboration** – harnessing the benefits of working together
- **Ethically and environmentally responsible** – conscious of our impact
- **Social enterprise** – trading, with multiple benefits for our members