

**JOB DESCRIPTION**

**Marketing Coordinator – LUMS Marketing, Recruitment & Alumni**

**Vacancy Reference: 0553-24**

<b>Job Title:</b> Marketing Coordinator	<b>Present Grade:</b> 5S
<b>Department/College:</b> LUMS Marketing, Recruitment and Alumni Team (MRA Team)	
<b>Directly responsible to:</b> LUMS Digital Content Manager	
<b>Supervisory responsibility for:</b> N/A	
<p><b>Other contacts:</b></p> <p><b>Internal:</b> LUMS Marketing, Recruitment and Alumni team, LUMS academic departments and research centres, LUMS Professional Services teams, University External Relations team</p> <p><b>External:</b> External agencies, suppliers and providers, other institutions and organisations as appropriate</p>	
<p><b>Job Purpose:</b></p> <p>To provide a high level of support to the Marketing, Recruitment and Alumni Team at Lancaster University Management School (LUMS).</p>	
<p><b>Duties will include:</b></p> <p>Marketing Campaigns</p> <ul style="list-style-type: none"> <li>• Coordinate and review the development of marketing content for student recruitment campaigns.</li> <li>• Carry out desk research to inform data driven campaign planning.</li> </ul> <p>Marketing Content</p> <ul style="list-style-type: none"> <li>• Undertake planning and preparation of digital marketing collateral (including but not limited to video, photography and print).</li> <li>• Create, gather, edit and review content for the prospectuses, external listings, website, and email campaigns ensuring accuracy and sign off from relevant staff and suitability for specific marketing channels and audiences.</li> <li>• Work with colleagues to gather student generated content to support campaigns.</li> <li>• Create compelling copy for the core University website and other digital channels, ensuring an optimal user experience. There will be opportunity to assess existing content and to regularly write new copy.</li> <li>• Develop creative and compelling content for a range of social media channels in line with the social media strategy.</li> <li>• Work with the team to maintain content within the media library in conjunction with colleagues from across the University.</li> </ul> <p>Brand</p> <ul style="list-style-type: none"> <li>• Manage LUMS branded collateral including monitoring stock levels and usage, correct use of logos, templates and guidelines to ensure consistent brand delivery, aligned with the School's sustainability ambitions.</li> <li>• Monitor the LUMS Marketing team inbox, dealing with queries and directing requests to relevant team members where required.</li> <li>• Monitor external websites and directories to ensure consistent and accurate use of the LUMS brand and factually accurate content and information about LUMS programmes. Coordinate regular updating of such sites and directories.</li> </ul>	

Other

- Work with and support colleagues in the MRA Team to ensure a joined-up, customer-driven approach that supports the School in realising its ambitions.
- Undertake any other tasks commensurate with the grade as required.

Please note: This post may require you to work some weekends and evenings to provide marketing support for recruitment events.