



**BISHOP
GROSSETESTE
UNIVERSITY**

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JOB DESCRIPTION – ONLINE MARKETING OFFICER

Title of Post: Online Marketing Officer

Grade: 4

Responsible to: Marketing Manager

Term of employment: Permanent

Job Summary:

Under the direction of the Marketing Manager, carry out online marketing activities, including management of the BGU website, social media channels and other online presences. Take a lead in writing engaging copy for online and print materials, proofing all materials to an exceptional standard and being a creative driving force behind online marketing at BGU.

Main responsibilities:

1. Day-to-day management, updating and monitoring of BGU's website, regularly creating dynamic new content and ensuring content is up-to-date, accurate, consistent in tone and appearance, engaging and effective across the whole site
2. Provide analysis and feedback of website usage and effectiveness, implementing and developing ideas for change, improvement and development continuously
3. Day-to-day responsibility for updating and monitoring of BGU's numerous Social Media presences, ensuring a professional corporate image, dynamic and engaging content, and providing information for statistical reports
4. Provide content for, monitor and update BGU's presence on external non-BGU websites, ensuring all profiles and descriptions are up-to-date, engaging and maximised
5. Taking a lead on developing and enhancing BGU's online presence, ensuring the university is always at the forefront of online activities. Researching and bringing on board new technologies, new approaches and the use of new media channels, to aid with student recruitment and raising the profile of BGU
6. Copy writing, editing and error-checking of BGU marketing materials, both in print and online, ensuring the production of a creative, fresh and engaging level of copy for all publications



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7. Work with external agencies to develop and deliver effective digital advertising campaigns, creating engaging and effective content to achieve stated goals
8. Manage the relationship between marketing at BGU and marketing teams at partner institutions, monitoring their publications and public information relating to BGU-validated courses and ensuring their compliance with BGU standards
9. Provide professional marketing advice and guidance to colleagues across the University
10. Agree objectives and targets with the Marketing Manager and participate in the staff appraisal process
11. Comply with the University's welfare, health and safety policy, legislation and best practice
12. Undertake any training which may be required to enhance performance in relation to the duties of the post
13. Represent the University at meetings and events as required
14. Undertake any other duties as reasonably required
15. Operate within the University's Financial Regulations, Equal Opportunities Policy, Race Equality Policy and other relevant University policies



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PERSON PROFILE – ONLINE MARKETING OFFICER

| | Core | Supplementary |
|---|--|---|
| Education/ Qualifications and Special Training | <p>Minimum of A-level or equivalent</p> <p>Marketing qualification or relevant marketing experience</p> | <p>A degree in a Marketing discipline or equivalent experience</p> |
| Knowledge and Skills | <p>Excellent IT skills including using MS Office and relevant online platforms</p> <p>Excellent writing skills and eye for detail, with an ability to write creatively, clearly and appropriately for diverse audiences</p> <p>Excellent up-to-date knowledge of online marketing, particularly through all relevant social media channels</p> | <p>Experience of updating website content/using website content management systems</p> <p>Strong track record in creating and implementing successful online marketing and social media campaigns</p> |
| Experience | <p>Experience of working within a marketing environment</p> <p>Proven experience in copy writing and proofing</p> <p>Experience of working with social media for business</p> | <p>Online marketing experience</p> <p>Understanding of Higher Education</p> |
| Personal Attributes | <p>Excellent interpersonal and communication skills</p> <p>Excellent organisation and planning skills</p> <p>Good team player</p> <p>Ability to time manage and manage own work on daily basis</p> <p>Creative and imaginative</p> | |