

Job Profile

Job Description

Job Details		
Job Title:	Digital Marketing Assistant	
School/Dept/Institute & Centre:	Estates and Facilities	
Reports to:	Marketing Manager	
Grade:	Grade 3	Full Time
Appointment period:	Permanent	
Current Location:	Mile End	

Job Context
<p>The Commercial Sales and Events Team work within the Estates and Facilities Directorate and are responsible for driving the sales and profitability at Queen Mary University of London (QMUL) venues and summer accommodation business, maximising income opportunities through the provision of private dining, weddings, summer schools and corporate events.</p> <p>As a member of this team, the Digital Marketing Assistant will proactively support and have input into the development of the online marketing strategy for commercial activities to drive sales through the development, maintenance and enhancement of QMUL's Commercial services online presence; this includes, social media planning, web development, promotional planning and implementation of campaigns.</p>

Job Purpose
<p>To assist with the implementation of web and social media development initiatives for commercial events and sales products. Liaise and define project specification with clients and stakeholders to ensure strategic fit with Commercial Services purpose and objectives.</p> <p>To monitor the presence of QMUL commercial activities across multiple social media to ensure the consistent application and compliance with all relevant technical, legal and brand-related requirements of QMUL's commercial events and services.</p>

Main Duties & Responsibilities
<p>To maintain established relationships with key digital media contacts and submit relevant content as required.</p> <p>To monitor and ensure compliance with QMUL core branding, values, aims and principles.</p> <p>To assist with the implementation of the online brand presence to ensure effective integration with offline communication and to evaluate the impact of activities for each commercial product to ensure return on investment.</p> <p>To analyse online user journeys to identify areas for improvement and initiate changes in the light of these insights, using relevant analytics packages.</p>

Main Duties & Responsibilities

To use analytical software to segment the online audience for commercial activities to identify specific target segments and assist with implementing web projects appropriate to those segments. The analytics package currently used is Google Analytics.

To benchmark competitor websites and proactively suggest improvements that will enhance the QMUL user journey and positively impact conversion rates from visitors to sales.

To ensure a strong focus on the user experience across various digital touch points for commercial products, educating and influencing colleagues responsible for maintaining their digital presence. Current commercial products include Weddings at QMUL, Stay QM, Events & Hospitality QM and the Great Hall.

To provide digital marketing guidance to internal stakeholders within Restaurants & Hospitality QMUL, Residential Services and Commercial Sales and Events regarding the management and oversight of their websites.

To assist the Marketing Manager in the development of the annual project plan and budget requirements for digital marketing activities.

To collate customer feedback for Stay QM working with the Commercial Sales and Events team to identify opportunity to maximise response rates, analyse and make service improvements from the data gathered and to present feedback as required.

To support the promotion of Weddings at QMUL acting as the lead contact for marketing queries and to liaise with suppliers to execute these opportunities to their full potential as directed by the Marketing Manager.

To represent website interests at digitally related QMUL project working groups and committees as and when required. This would include the commercial websites (Stay QM, Weddings at QMUL, Events & Hospitality QM and the Great Hall) along with Residential Services and Restaurants & Hospitality QMUL.

The above list of responsibilities is not exhaustive and the jobholder may be required to undertake other duties commensurate with the level of the role, as reasonably requested by their line manager.

This job description sets out the duties of the post at the time it was drawn up. Such duties may vary from time to time without changing the general character of the duties or level of the responsibility entailed. Such variations are a common occurrence and cannot in themselves justify a reconsideration of the grading of the post.

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Person Specification

This table lists the essential and desirable requirements needed in order to perform the job effectively. Candidates will be shortlisted based on the extent to which they meet these requirements.

	Requirements	Essential / Desirable	How Assessed
Qualifications	A Levels or equivalent	Essential	Certificate/ Application
	CIM Introductory Certificate in Marketing	Essential	Certificate/ Application
	Bachelor degree or CIM Professional Certificate in Marketing/Digital Marketing	Desirable	
Knowledge, Skills and Experience	Experience of web management including content management systems	Essential	A, I & OM (presentation)
	Experience in marketing and/or communications	Essential	A & I
	Experience using web analytics packages (i.e. Google Analytics)	Essential	A & I
	Understanding of basic marketing concepts and principles	Essential	A & I
	Copywriting (online and offline) skills, including understanding the core differences between online and offline audiences	Essential	I
	Awareness of web accessibility guidelines and relevant legislation	Desirable	A & I
	Understanding of marketing communications, online segmentation and positioning	Desirable	I & OM (presentation)
	Experience in obtaining and evaluating customer feedback	Desirable	I
	Photoshop intermediate level skills	Desirable	A
	Experience of working across, and influencing all hierarchical levels within an organisation	Desirable	I
	Excellent written and verbal communication skills	Essential	A & I
	Excellent organisational skills and flexibility in order to manage variable workloads, work effectively under pressure and meet deadlines	Essential	I
	Competent IT skills including email, Word, databases, and PowerPoint	Essential	A & I
	Understanding of Higher Education and the needs of diverse groups of students	Desirable	I
	A commitment to continuing professional development	Essential	
	A willingness to identify and undertake new initiatives	Essential	I
	Proven ability to use initiative and work independently	Essential	I
Proven ability to work collaboratively in a team environment	Essential	I	

Essential/Desirable:

E = Essential: Requirements without which the job could not be done.

D = Desirable: Requirements that would enable the candidate to perform the job well.

How Assessed:

A = Application

I = Interview

OM = Other Means (e.g. presentation, test, etc.)