

Job Title: Marketing Officer (Student Recruitment) Maternity Cover

Grade: 6

Salary: £33,002 to £37,694 per annum, pro-rata if part-time

Department: External Relations

Hours/Contract: Full-time or job share, fixed term contract from September 2026 for up to one year or the return of the postholder, whichever is sooner.

Job Family: Management and Administration

Reference: 13545

Role Purpose

To plan, support and execute marketing campaigns and activity to attract and convert prospective students both in the UK and overseas, to meet the University's student recruitment targets. To contribute to the delivery of effective marketing campaigns to attract high-quality students to the University across all modes of study, using relevant and targeted channels of communication. To ensure a consistent approach to marketing and communications activity to enhance and protect the University's identity, brand and reputation.

This role will report into the Undergraduate Marketing Manager with a primary focus on Undergraduate recruitment, but also support on Postgraduate and Distance Learning projects as required.

Main Duties and Responsibilities

Planning, analysis and insight

- Develop project plans, supporting marketing campaigns aligned to the University's Marketing and Recruitment Strategy, annual priorities and areas of focus.
- Utilise insight and data required for marketing decisions across recruitment marketing at all levels of study and markets as required
- Support evaluation and reporting, setting targets and ensuring performance is both monitored and measured

Marketing and communications

- Develop creative and compelling marketing materials and assets, supporting wider student recruitment objectives
- Develop content, utilising appropriate channels and platforms to reach and engage key prospective student audiences for courses both on campus and online, home and overseas
- Ensure content is created with a 'digital first' approach to creative and ensure content is repurposed where appropriate across relevant channels, both paid and organic
- Write effective marketing copy for student recruitment materials and campaigns to engage audiences at both enquirer and offer holder stage
- Support recruitment events team with marketing collateral and communications for on campus and digital events





Monitoring, reporting and evaluation

- Contribute to reports and evaluations, providing recommendations
- Work with current students and external stakeholders to run focus groups to inform marketing activity
- Review competitor activity to support campaign development

Planning and organising

- Responsible for developing and maintaining team activities on a central log, ensuring tasks are delivered on time

Stakeholder management

- Establish effective working relationships with internal and external stakeholders, especially within the wider External Relations Division, and externally with both media partners and creative agencies
- Support External Relations Division project teams where required

Management and other duties

- No fixed line management, but potential placement students or student ambassadors on an ad hoc basis
- Budget management to support line manager
- Support University-wide events such as open day, offer-holder days and graduation and key activity such as clearing
- Any other reasonable duties as deemed appropriate within the scale and scope of the role

Internal and External Relationships

Internal

- Reporting to the Undergraduate Marketing Manager, strong relationships will be required with teams within marketing to include: web; content, creative and insight.
- Working with student recruitment events team to ensure collectively ensure student recruitment events are delivered effectively
- Working closely with Future Students Office, specifically student recruitment, college marketing and applicant experience teams

External

- Working with the UG Marketing Manager, relationships with media agency and having close relationship with creative teams or suppliers

Qualifications, Knowledge and Experience

Essential

- Degree or Chartered Institute of Marketing Diploma or equivalent experience*





- Track record of publication of high quality journal papers rated at 4* (or equivalent)
- Experience in a similar role *
- Experience of delivering activity across a broad marketing communications mix.*
- Experience managing projects
- Experience of a digital first approach to campaigns
- Experience of working in a busy environment and as part of a team.*
- Experience of dealing with multiple priorities and working to tight deadlines.*

Desirable

- Experience in a Higher Education Institution

Skills, Abilities and Competencies

Essential

- Excellent verbal and written communication skills, including copywriting, proofing, and editing *
- Excellent and wide ranging IT skills across all Microsoft Office applications.*
- Excellent listening, interpretation and creative and independent problem solving skills. *
- High level of attention to detail and accuracy.*
- A willingness to be flexible in working hours, which may require some evening, weekend work and occasional travel.

Desirable

- Digital Marketing experience

****Criteria to be used in shortlisting candidates for interview***

Reason for Fixed Term Contract

The reason for the fixed term contract is stated in section 1.9 in the summary of contractual terms in your contract of employment.

Criminal Declaration

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.

Supporting University Activities



As a University of Leicester citizen, you are encouraged to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We encourage all staff as citizens to work flexibly across the University if required. If supporting these activities is likely to affect your workload, please speak to your line manager in the first instance

University Values

Inclusive - We are diverse in our makeup and united in ambition. Our diversity is our strength and makes our community stronger.

Inspiring - We are passionate about inspiring individuals to succeed and realise their ambitions. We challenge our community to think differently, to get involved, and to constantly embrace new ideas.

Impactful - As Citizens of Change we will generate new ideas which deliver impact and empower our community

Freedom of Speech

The University is committed to upholding freedom of speech and academic freedom within the law throughout our recruitment processes. We ensure that all candidates are considered based on merit and suitability for the role, without regard to their lawful viewpoints or the expression of challenging or controversial ideas. Our recruitment policies and practices are designed to protect applicants from discrimination or adverse treatment on the basis of their opinions, and to foster an environment where open debate and diverse perspectives are valued as essential to our academic mission.

Equity and Diversity

We believe that equity, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equality support our efforts to attract a diverse range of high quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equality, diversity and inclusion.

