



Job Title: Duty Manager – Marketing & Communications
Grade: 4
Salary: £23,950 - £26,038
Department: Estates and Campus Services
Hours/Contract: 35 hrs/wk, Permanent Full Time Contract
Job Family: Community & Operational
Reference: 10438

Role Purpose

You will support the communications and marketing activity within Accommodation & Revenue Services to ensure that commercial targets are met and that stakeholders are well-informed about what the Division does. You will work on internal communications projects to ensure that staff within Estates and Campus Services are informed about, and engaged in, the various activities of the Division.

Resources Managed

Some budgetary responsibility for small marketing and communications projects.

Main Duties and Responsibilities	% Time
<ul style="list-style-type: none"> • Co-ordinate marketing materials to promote University Accommodation, Conference centre and Hotel including: <ul style="list-style-type: none"> ○ Accommodation brochure ○ Price lists ○ Maps ○ Accommodation portal ○ Photos and multimedia 	30
<ul style="list-style-type: none"> • Support the arrivals process into accommodation by producing timely and relevant information including: <ul style="list-style-type: none"> ○ Residence Guides ○ Student Welcome ○ Signage ○ Other supporting materials 	20
<ul style="list-style-type: none"> • Assist teams within the Division by providing communications support, helping them to disseminate messages via electronic and hard copy formats 	10
<ul style="list-style-type: none"> • Support market research activities, for example by disseminating surveys and providing analysis of findings 	5
<ul style="list-style-type: none"> • Represent the work of the Division at externally focused events such as Open Days and internal events such as staff induction 	5
<ul style="list-style-type: none"> • Produce internal communications materials working to established parameters, including: <ul style="list-style-type: none"> ○ Staff newsletter ○ Items for communications boards 	10
<ul style="list-style-type: none"> • Produce materials for the Division’s digital presence through use of: <ul style="list-style-type: none"> ○ University website ○ Accommodation portal ○ Browzer 	10





<ul style="list-style-type: none"> ○ TV screens ○ Student Welcome ○ Social media including Facebook and Instagram • Support the development of the capital programme by assisting with the production of marketing and communication materials 	10
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Internal and External Relationships

- Design Services
- Web team
- Print Services
- Student Recruitment
- Campus Life

Planning and Organising

The role will support a number of planning and organising requirements:

- Contribute to a coherent and consistent communication plan for each audience.
- Weekly planning and delivery of regular and one-off communications.
- Advance planning to ensure that ample time is allowed for development of collateral.

The post holder will need to:

- Plan and prioritise own workload to ensure that requirements are met for multiple projects, campaigns and communications for different audiences.

Qualifications, Knowledge and Experience

Essential

- Marketing and/or communications experience*
- Excellent communication skills both verbal and written*
- Experience within a customer service or customer facing role*
- Experience with Design software such as Adobe Illustrator, Adobe InDesign and Adobe Photoshop*





Desirable

- A level or degree in English, or entry level into professional marketing and communications qualifications.
- Understanding of target markets.
- Experience within Higher Education, residential or property sectors.
- Understanding of HTML.

****Criteria to be used to shortlist candidates for interview***

Skills, Abilities and Competencies

Essential

- Ability to remain calm under pressure*
- Ability to work under own initiative*
- Ability to be able to organise own workload in order to fulfil lead times*
- Accuracy and attention to detail*
- Ability to work in multimedia packages

Desirable

- Positive attitude to work*
- Ability to empathise with customers*

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

Criminal Declaration (DO NOT DELETE) and Disclosure and Barring Service (DBS). (DELETE IF NOT REQUIRED)

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 expected to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We expect all staff as citizens to work flexibly across the University if required.





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

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.

