Digital Marketing Coordinator (Planning and Strategy)

<table>
<thead>
<tr>
<th>Job Reference:</th>
<th>8576</th>
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<tbody>
<tr>
<td>Department:</td>
<td>Student Recruitment</td>
</tr>
<tr>
<td>Grade/ Salary:</td>
<td>Grade 5, £29,486 - £33,638.50</td>
</tr>
<tr>
<td>Contract Type:</td>
<td>Permanent</td>
</tr>
<tr>
<td>Hours:</td>
<td>35 per week (Full-time)</td>
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<tr>
<td>Location:</td>
<td>New Cross, London</td>
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Closing date for applications: **29 March**
Interviews: **week commencing 22 April**

**Goldsmiths**

Goldsmiths, University of London is a world-leading centre of educational excellence where ground-breaking research meets innovative teaching and thinking. We're looking for inspiring and talented people to help build on our global reputation while also growing personally in a true learning organisation.

We are happy to supply information in alternative formats for disabled applicants. Please contact hr@gold.ac.uk to make your request.

**Stonewall DIVERSITY CHAMPION**

Passionate about advancing equality and celebrating diversity. Together, we are different

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The Directorate

Student experience is at the centre of everything we do here at Goldsmiths. Whether it be through our research inspired teaching, an ever innovative curriculum or vibrant extracurricular and support offering, we have an unshakeable commitment to improving the experience of our diverse population.

The Student Experience Directorate is the part of Goldsmiths Professional Services that leads on the development and provision of outstanding student facing services. The directorate is responsible for ensuring that every student at Goldsmiths has an excellent student experience.

The Directorate is made up of five areas:

1. Student Recruitment
2. Student Administration
3. Student Support Services
4. Library Services
5. Careers & Employability

The Role is based in Student Recruitment

Working collaboratively the directorate aims to attract the best talent possible to Goldsmiths, to steward them through from enquiry to application and enrolment, and the subsequently into their student experience and to support them to be successful students and graduates. The team coordinates a full suite of co-curricular activities in order to develop and support our students and works in partnership with our academic departments.

The Department

The Student Recruitment department was formed to provide a central department with a focus on attracting a retaining the optimum number of students for Goldsmiths. The department’s mission is to ensure that students are engaged with Goldsmiths from the point of first considering the University as a destination, through the whole applicant and student journey, and that that engagement continues as they leave the university to become alumni.
The Department is made up of four sections:

1. Marketing (the team in which this post sits)
2. Recruitment & Admissions
3. International Recruitment & Student Mobility
4. Events

The team

The Marketing team aims to attract students to Goldsmiths and positively manage the enquirer-applicant-student journey by deploying innovative and effective marketing, advertising, communication, and content/production strategies. We want to communicate and celebrate the experience that students have here. The Marketing team is made up of three sections that work very closely together: Planning and Strategy; Enquiries and CRM; Content and Production.

To fulfil this role, the candidate will be organised, digitally astute, creative and fully engaged with contemporary marketing. Enthusiastic and reliable, a good communicator who works well within a team, with external agencies and other stakeholders across the university. You’ll be committed to the highest quality of service and to ensuring an outstanding student experience. You must be able to demonstrate an understanding of, and empathy for the needs of a unique, diverse and international student community embracing a complicated decision-making journey.

Job description

Reporting to: Marketing Manager: Planning and Strategy

Summary:
The role of the Digital Marketing Coordinator (Planning and Strategy) is responsible for the planning, strategising and implementation of advertising and marketing activity in support of Goldsmiths’ student recruitment targets. The Digital Marketing Coordinator will be responsible for delivering elements of the advertising and marketing strategy.
Based in the Planning and Strategy team, the focus will be on strategic, paid-for marketing including: search advertising, social advertising, third party listing sites and content campaigns. The postholder will be required to plan campaigns, implementing them and reporting on their performance. Additional responsibilities will include liaising with external agencies on advertising campaigns, working with portal partners, copywriting, and creating or commissioning content from the Content and Production team. Organic social recruitment campaign content curation and supporting the Communications team will also be part of the role.

The postholder will work closely with the Content and Production team and with the Communications team, and may be required to work alongside these teams and support them.

Direct reports: none

**Main duties:**

- Plan and develop marketing campaigns and strategies aligned with Goldsmiths’ recruitment targets specifically focused around digital marketing channels.
- Support the implementation of digital marketing campaigns across several channels through to launch and completion, including:
  - Google Ads
  - Facebook, Instagram, LinkedIn, Snapchat, Twitter
  - YouTube
  - Gmail
  - Additional partners such as TSR, Hot Courses and FindAMasters.
- Report on marketing campaigns across several channels.
- Use initiative to develop innovative marketing campaigns to support Goldsmiths’ student recruitment goals.
- Work with external agencies used by Goldsmiths.
- Manage the student marketing mailbox.
- Write copy for digital, print and email communications.
- Develop social media strategies alongside the Communications team.
- Support the Content and Production Team with copywriting and image selection/editing in relation to advertising or print creative when required.
- Support the management of digital assets (photo, video) including writing briefs for photoshoots and assisting agencies in image selection.
- Support mystery shopping, user insight and market intelligence work
- Contribute towards the work of the broader Marketing team
- To undertake any such other duties within the department as may be required and are consistent with the grading of the post.
- On occasion, to represent Goldsmiths at recruitment exhibitions and fairs; and participate in Student Experience directorate events such as Open Days and graduation ceremonies. This will require working occasional weekend and evening events.
- You will be required to undertake any other duties as may reasonably be required
- Ensure that you are aware of and aligned with Goldsmiths’ Regulations, Strategy, and Objectives to work together to proactively advance Equality and Diversity
- At all times to help maintain a safe working environment by participating in training as necessary and following the Goldsmiths’ Health and Safety Codes of Practice and Policy

**Person Specification**

Detailed below are the types of qualifications, experience, skills and knowledge which are required of the post holder. Selection will be made upon evidence of best-fit with this criteria.

The Essential criteria sections show the minimum essential requirements for the post, therefore if you cannot demonstrate in your application you meet the essential criteria categorised below, you will not be invited to interview.

The Desirable criteria sections show additional attributes which would enable the applicant to perform the role more effectively with little or no training.

The Category column indicates the method of assessment:

**A = Application form ** **C = Certificate**

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<table>
<thead>
<tr>
<th><strong>Category</strong></th>
<th><strong>Essential Criteria 1 - Qualifications</strong></th>
<th><strong>Desirable Criteria 1 - Qualifications</strong></th>
<th><strong>Essential Criteria 2 - Experience</strong></th>
<th><strong>Desirable Criteria 2 - Experience</strong></th>
<th><strong>Essential Criteria 3 – Knowledge</strong></th>
<th><strong>Desirable Criteria 3 - Knowledge</strong></th>
<th><strong>Essential Criteria 4 - Skills</strong></th>
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<tbody>
<tr>
<td>A, C</td>
<td>A bachelors degree or equivalent</td>
<td>A recognised marketing qualification</td>
<td>Demonstrable experience of working in a marketing role within a busy and dynamic marketing department, ideally within recruitment in higher education</td>
<td>Experience of delivering digital advertising</td>
<td>An understanding of the customer journey within the HE sector</td>
<td>Excellent knowledge in relation to data protection legislation, and best practice in respect to data retention and sharing</td>
<td>An excellent communicator including: excellent copywriting, email, note taking and presenting</td>
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<tr>
<td>A, I, R</td>
<td></td>
<td></td>
<td>Experience of working with digital advertising channels (Facebook, Instagram and search campaigns in Google Ads); additional digital advertising channels a plus (Twitter, Snapchat, LinkedIn, Bing).</td>
<td>Experience of updating web content and being familiar with Google Analytics</td>
<td>Competency in the use of IT systems and Microsoft Office packages</td>
<td>Familiarity of digital marketing platforms such as Google Ads, or Facebook Business Manager</td>
<td>Excellent and proven customer care skills and the ability to work effectively in different environments with varied stakeholders</td>
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<td></td>
<td></td>
<td></td>
<td>Experience of working with external agencies</td>
<td>Experience of undertaking marketing research</td>
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<td>Excellent attention to detail</td>
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Strong project management and planning skills, and the ability to juggle a varied and complex workload  

**Desirable Criteria 4 - Skills**

- Some capabilities of using Adobe Creative Suite  
- Development of new marketing strategies or innovations

**Additional Attributes**

- Excellent organisational and time management skills with the ability to work under pressure, balancing conflicting demands and meeting tight deadlines of others
- Ability to work independently and as a committed team member
- Ability to favourably represent the College with enthusiasm and integrity (and where appropriate, with persuasion) to applicants and their advisors as well to external organisations
- Well presented, a self-starter with high levels of personal self-motivation and stamina, have a flexible approach to work and be receptive to change

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Please also note that where qualifications are required, employment is conditional on the verification of them. Qualifications (must be original documents) will be checked on the first day of appointment.

For more information about the role, please contact Colin Cheng, c.cheng@gold.ac.uk

January 2019

**Summary of Benefits**

If you choose to work with us, you’ll become part of a learning organisation that is committed to professional and personal development, with a comprehensive and innovative staff development programme.

You’ll also have access to frequent lunchtime and evening talks, seminars and performances, and annual performance and development reviews.

Our other benefits include:

- Competitive salary

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- Working in Zone 2, with fantastic transport links and interest free travel to work loans
- Excellent annual leave entitlement plus additional closure days at Christmas and Easter
- Membership of USS or LPFA pension scheme, dependent upon grade
- Access to exclusive discounts, including high street retailers
- Maternity, paternity and adoption leave and pay and tax efficient childcare voucher scheme
- Contractual sick pay provision
- Free eye tests
- Wellbeing initiatives including the Chaplaincy and Staff Choir
- On-site dining facilities and gym
- Access to University of London facilities such as Senate House Library

Further information

For more information about Goldsmiths, please visit: www.gold.ac.uk/about.

We can supply information in alternative formats for people with a visual impairment or dyslexia. For this please contact hr@gold.ac.uk, or visit www.gold.ac.uk/hr.

Thank you for your interest in working with us, we wish you all the best with your application.