

Corporate Marketing Officer

Job Reference:	
Department:	Communications, Marketing and Recruitment (CMR)
Grade/ Salary:	Grade 6, £34,919 - £37,817 (pro rata)
Contract Type:	Permanent
Hours:	21 per week (Part time)
Location:	New Cross, London

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.

As a college we are working to tackle inequality in all its forms and are working to promote equality on grounds of race, disability, age, sex, gender identity, sexual orientation, religion and belief, marriage and civil partnership, pregnancy and maternity, and caring responsibilities. We are keen to attract candidates from diverse backgrounds who share our commitment to creating an inclusive culture in which all students and staff can thrive.

Goldsmiths is committed to creating an inclusive and accessible working environment for all staff. If you would like to access confidential advice or guidance in relation to workplace reasonable adjustments, adjustments to the recruitment or selection process, or flexible working arrangements please contact HR@gold.ac.uk



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



Together
we are different

Communications, Marketing and Recruitment Directorate

The Communications, Marketing and Recruitment (CMR) team plays a central role in telling the Goldsmiths story to our key audiences. Our CMR Strategy is aligned to four institutional objectives (a distinctive academic portfolio and approach to teaching and learning; research engaged in real world problems; promoting Goldsmiths as a cultural hub; and preparing students for the future job market).

The team covers internal communications, media relations, strategic communications, brand and design, digital (website, video and social media), marketing, business partnering, and UK and International recruitment. Colleagues are encouraged to be ambitious, committed to the learning and development of themselves and others, keen to work across conventional boundaries, and driven by the desire to play their part in the delivery of an excellent student, colleague and external audience experience.

Job description

Reporting to: Campaign and Production Manager

Summary

This role sits within the Marketing and Events team within the CMR Directorate. The role serves an important function of supporting Goldsmiths' corporate marketing initiatives and objectives while also being flexible to support communications, marketing and events activities for the wider Directorate.

The Corporate Marketing Officer will primarily work to support the marketing activities of Goldsmiths' commercial areas as part of a world-leading institution, with a key responsibility for supporting the marketing efforts of professional services teams such as Research and Enterprise, Estates, Conferences and Accommodation.

You'll be responsible for working with the relevant teams to develop integrated marketing plans and produce marketing content (print, digital, copy and creative) to promote these areas and achieve their strategic objectives.

When required you will also need to work on delivering key strategic marketing activities for other Goldsmiths activities.

You should be familiar with the use of a range of marketing platforms and have first-hand experience of delivering a wide variety of marketing using an omni-channel approach both paid and organic. You will need to have a good understanding and experience of web content, email CRM campaigns, social media channels, and be comfortable liaising with both internal stakeholders and external suppliers.

Main duties

- To work with the Manager to implement actions identified as key priorities and deliverables, and associated operational plans for marketing Goldsmiths' corporate teams
- To implement and operationalise corporate marketing and communications plans, including the creation of content and the development of promotional material for Goldsmiths' corporate teams. At times, this may include full production coordination
- To support Goldsmiths' corporate teams with undertaking or identifying market research and insights, including primary data analysis where relevant, to support corporate marketing research objectives – this could be to identify potential target audience segments or to review and report on best practice marketing
- Where relevant, to commission the production of corporate marketing materials from the College's in-house creative teams
- To produce marketing materials
- To produce content for corporate marketing CRM campaigns
- To develop and launch paid-for and organic social media campaigns where relevant, or to support the wider Marketing and Events team in developing, monitoring and reporting on these
- To evaluate marketing activities and efforts to understand their effectiveness and generate recommendations for future activities
- To identify gaps in corporate marketing activities and suggest solutions to these to enhance Goldsmiths broader marketing objectives
- To deliver marketing plans to support projects with an eye for detail, ensuring engaging marketing assets and marketing campaigns are delivered on time and on budget

- Be committed to working collaboratively with key colleagues and understand their priorities and needs, as well as providing consultancy and advice when needed
- To contribute towards the work of the whole Student Marketing and Events team, including working on other marketing campaigns

General duties

- Play an active role within the CMR Directorate, acting as role-model and champion for business partnering and planned, integrated communications
- To participate in and support events such as Open Days, Applicant Events and Campus Tours. This will require working occasional weekend and evening events
- On occasion, to represent Goldsmiths at events. This will require working occasional weekend and evening events
- 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

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 short-listed for interview. The Desirable criteria sections show attributes that 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

I = Interview R = Reference

T = Test / P = Presentation

Criteria	Category
Essential Criteria 1 - Qualifications	
Degree or equivalent relevant experience	A
Desirable Criteria 1 - Qualifications	
A recognised marketing qualification (CIM or other)	A
Essential Criteria 2 - Experience	
Experience of creating a multi-channel marketing campaign plan	A, I
Experience of creating content for promotional and marketing purposes (including print and digital, and across art working, copywriting, print production)	A, I, P
Experience of delivering a marketing CRM campaign	A, I, P
Experience of delivering a multi-channel marketing campaign	A, I, P
Experience of managing multiple projects with conflicting deadlines	A, I
Experience of commissioning creative assets from internal design resource	A, I
Experience of supporting a team or teams with creative and strategic marketing advice and consultancy	A, I
Desirable Criteria 2 - Experience	
Demonstrable experience of working in a marketing role within Higher Education (HE)	A
Demonstrable experience of working in a marketing role within a corporate marketing context	A
Consultancy and customer support experience	A
Essential Criteria 3 – Knowledge	
Content production development (including digital and print)	A, I
Familiarity with corporate marketing challenges and target audiences	A, I, P

Digital and web planning, content production and approvals processes	A, I
Programming social media advertising across the major social media platforms	A, I
Understanding needs and identifying evidence-based solutions	A, I, P
Using simple metrics to evaluate communications success	A, I, P
Desirable Criteria 3 - Knowledge	
Print production processes, including how to communicate with external suppliers when ordering promotional material	A
Social media messaging and management	A
Essential Criteria 4 - Skills	
Experience of marketing strategy techniques	A, I, P
Experience of developing a marketing plan for a corporate marketing objective	A, I, P
Experience of creating marketing assets (print and digital)	A, I
Experience of managing social media channels	A, I
An excellent communicator with experience of supporting internal stakeholders and liaising with external suppliers	A, I
Desirable Criteria 4 - Skills	
Ability to use Photoshop and InDesign	A
Familiarity with social media and Google advertising platforms	A
Experience of running social media channels	A
Familiarity with a CRM platform such as Microsoft Dynamics	A
Familiarity with reporting campaign and marketing activity using quantitative data	A
Art working skills (including print and digital)	A
Familiarity with delivering marketing events	A
Essential Criteria 5 - Other	
Experience of proactively advancing equality for diverse student and / or staff communities (for example, people of colour, disabled	A

people, people of diverse faith backgrounds, LGBTQ+ people and other marginalised groups)	
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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 Alice Kirkham, e-mail a.kirkham@gold.ac.uk

May, 2022

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

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
- 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
- Maternity, paternity, shared parental leave and adoption leave and pay
- Contractual sick pay provision
- Access to an Employee Assistance Programme, offering 24/7/365 confidential and free advice, support, and information service on a range of personal, family, or work-related matters.
- Free eye tests
- Cycle to work scheme
- Wellbeing initiatives including the Chaplaincy and Staff Choir
- On-site [dining facilities](#)
- 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

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