

**Title of the post:** Marketing Officer  
Permanent Full Time

**Department:** Marketing and Communications

**Reporting to:** Deputy Director Marketing & Communications

## **The University**

### **Background**

Harper Adams University is the leading UK Higher Education (HE) institution university tackling the future development of the world's food production, animal sciences, engineering, land management and sustainable business.

Situated on a single campus in rural and scenic Shropshire, the University, and its surrounding area, provide an excellent working and living environment for staff and students alike, yet the University campus is only one hour from the UK's second city of Birmingham. Around 3,000 HE students attend the University, primarily on sandwich courses, which include a year-long industrial placement. Undergraduate and postgraduate degrees are offered. The University also welcomes individuals who wish to undertake CPD or similar professional training to support their careers in the agri-food chain and rural industries.

The University was founded by Thomas Harper Adams in 1901 on the original farmland of the Harper Adams Estate. The University estate includes amenity areas, woodland, and a commercial farm of 205 hectares; with rented land, the total area farmed is approximately 640 hectares, spread over several locations with cereals, potatoes, forage maize and grassland carrying a dairy herd, sheep, beef, pig and poultry units.

The Privy Council awarded taught degree awarding powers to Harper Adams in 1996 and research degree awarding powers in 2006. Full University Title was granted by Her Majesty's Privy Council in December 2012. The University changed its legal status to that of a Company Limited by Guarantee in July 2012 and remains one of a small number of Universities which are Registered Charities. Her Royal Highness The Princess Royal became the University's first Chancellor in 2013.

### **Academic Provision**

The University offers a wide range of courses including Foundation and Honours degrees, in addition to shorter awards designed to meet the continuing professional development needs of those already in the workplace. The subjects are wide ranging and cover Agriculture, Applied Life Sciences, Animal Science and Health, Business, Countryside, Engineering, Food and Land & Property Management. The University has also focused on developing its postgraduate education and research and there are a growing number of postgraduate students at both diploma, masters and PhD level.

Harper Adams has built up an international reputation for the quality of its courses and has achieved the highest possible ratings in recent Quality Assurance Agency reviews, and holds a Gold Teaching Excellence Framework (TEF) award. There is active encouragement of research and the University took part in the last Research Excellence Framework (REF) exercise. 56% of our submitted research was rated either internationally excellent or world leading and 100% was rated of international quality. Our extensive programme of research and education for professionals in the land-based and food chain sectors supports a

high profile of business and community reach-out work, short course delivery for businesses and technology transfer activities supported by strong industry links and partnerships with companies including Saputo Dairy UK (formerly Dairy Crest), CLAAS and Ice Robotics.

Current high profile projects include the Hands Free Farm – following on from the world-first Hands Free Hectare autonomous farming success; controlled traffic farming and development of laser weeding.

## **Recognition**

Harper Adams is consistently positioned highly in a range of national ratings, performance measures and league tables.

The University has been the highest performing modern university in The Times and Sunday Times Good University Guide for the last five years.

In the QS World Rankings for Agriculture and Forestry published in March 2020, Harper Adams was ranked, for the third time, as first in the UK for academic reputation and second in the world for its reputation with employers.

In the 2020 Whatuni? Student Choice Awards, based on student reviews, Harper Adams won the best job prospects category for a fifth year running.

The University is one of the UK's Top 10 for student satisfaction, based on the results of the National Student Survey, and number 1 for graduate employment based on the 2020 Graduate Outcomes survey.

## **Facilities**

Harper Adams has extensive, well-equipped facilities and is constantly investing in its campus. Facilities include a range of modern teaching facilities and an extensive library, a variety of IT suites including an engineering design centre, newly extended laboratory facilities, a field laboratory and a livestock project centre, a glasshouse complex, an agricultural engineering unit with a large covered soil working area and a number of sustainable technology installations. New facilities opened since 2017 include new laboratories, an Agri-Tech Innovation Hub and SMART Dairy Unit. A Veterinary Education Centre is due to open in 2020, in support of existing programmes and the new Harper & Keele Veterinary School. Capital funding to support the development of many of these facilities has been provided through the work of the Development Trust. The University provides a range of training and professional development opportunities via its staff development programme.

## **Catering and Sports Facilities**

The University's Students' Union operates a small gym and squash courts that staff may use on the payment of a nominal fee. The University has an open-air swimming pool bowling green and tennis courts that are available for staff use during the summer period. A variety of University catering outlets provide access to lunch facilities on campus.

For further details about the University, please visit our website:

<http://www.harper-adams.ac.uk>

## **The Role**

The Marketing Officer will develop, produce and deliver a wide range of content and campaigns to support engagement and recruitment activities. This will cover on and offline channels and activity such as emails, campaigns, prospectuses and video, whilst positioning and profiling the university to best advantage and against audience requirements. The role holder will deliver consistent on brand messaging and USPs, ensure tone of voice and dissemination is relevant and supports operational and tactical requirements.

Responsible for working collaboratively within the department to co-ordinate, manage and deliver all such activity, on time and to budget. The role holder will produce or receive briefs to take forward and implement appropriate and effective marketing solutions for on and offline channels. This will include producing, writing, editing and proofing content, as well as undertaking or managing photography and video in accordance with brand guidelines and tone of voice.

## **Main Duties and Responsibilities**

The main duties of the role include:

1. To develop and produce marketing material, collateral, campaigns, content as required to support operational and tactical requirements on time and to budget
2. To collaborate and liaise with colleagues within the department and wider university to ensure accuracy of content, provision of deliverables and ensuring deadlines are met.
3. To devise, develop, manage and adapt marketing campaigns delivery primarily via email and across other channels working with colleagues of external suppliers, to support and drive engagement/recruitment activity.
4. Produce written and visual content to deliver against internal briefs across a range of collateral including email campaigns, prospectuses, advertisements for on and offline channels, copy for publications, surveys and web content.
5. Using initiative or to take independent decisions as required, to manage day-to-day workflow, to work with colleagues as required, handle tasks to prioritise delivery and meet deadlines.
6. Reviewing, analysing and gaining insights from software and systems such as analytics, CRM or other to inform outcomes, actions and reporting as required, including accurate maintenance and management of data input.
7. Maintain and manage data in accordance with policies and compliance at all times, utilising systems or software to deliver marketing campaigns (e.g. CRM), maintain and manage data to provide benchmarks and to inform forward planning.
8. Undertake research to monitor and evaluate the market, sector and competitor activity to provide insights and updates on market changes.
9. Work in accordance with university policies and compliance requirements at all times.

## Personal Specification

	<b>Essential</b>	<b>Desirable</b>
Qualifications	Holding a degree or professional qualification relevant to the role	
Experience	<p>Experience in producing and delivering multichannel campaigns both on and offline</p> <p>Experience in integrated, multi-channel marketing delivery and production of content, writing, editing and proofing skills covering a wide range of audience and channels</p> <p>Experience of proof-reading skills</p>	Photography and video skills desirable
Knowledge/Skills	<p>Understanding of the UK HE system</p> <p>Excellent communication skills both verbal and written</p> <p>Excellent organisational skills, ability to plan ahead, manage priorities and workload, and to problem solve</p> <p>Experience of communications monitoring software, content management system and/or a customer relationship management system</p> <p>Experience of working to and within policies, compliance and legislation requirements</p> <p>Knowledge and experience of design software to support photo and/or video editing, content management and/or customer relationship management systems</p> <p>Experience of brand management and brand guardianship</p>	
Personal Qualities	<p>A team player able to understand the role their work plays in the wider marketing and communications strategy and engage/support across the team</p> <p>Act in a professional manner at all times and maintain confidentiality of information</p> <p>Driving license</p>	

## Conditions of Service

The national recommendations which have arisen from the negotiations between UCEA and the unions recognised at national level, the Joint Negotiating Committee for Higher Education Staff (JNCHES), directly affect the terms and conditions insofar as they have been adopted by the Board of Governors.

**Salary** The commencing salary will be within the range £24,461 per annum. Salaries are paid monthly, in arrears, by credit transfer on the 28<sup>th</sup> day of the month.

**Contract Term** This is a permanent full time post. The employment may be terminated during the course of the contract by either party giving one months' notice in writing.

**Hours of Work** The routine working week is 37 hours over Monday to Friday, inclusive. There may be a requirement for overtime working from time to time and time off in lieu may be allowed for agreed hours worked in excess of 37 per week. The role may require out of hours working including weekends/evenings to support events such as open days (virtual or face-to-face).

**Holidays** The annual holiday entitlement is 22 working days, plus 3 University closure days and Bank Holidays. Annual holiday entitlement rises to 25 working days with 5 years' service. The holiday year runs from 1 April to 31 March and in the holiday year in which the employment commences or terminates the holiday entitlement will accrue on a pro-rata basis for each complete week of service. The timing of holidays is subject to the agreement of the Line Manager.

**Sick Leave** During periods of certified sickness, the post-holder will be eligible to receive sick pay in accordance with the University Sick Pay Policy. The payment of sick pay is subject to compliance with the University rules for the notification and verification of sickness absence, details of which will be provided to the successful applicant upon commencement of employment.

**Pension** The post-holder will be entitled to join the Harper Adams Group Pension Scheme and details will be provided to the successful applicant upon commencement of employment.

**Exclusivity of Service** You are required to devote your full-time attention and abilities to your duties during working hours and to act in the best interests of the University at all times. Accordingly, you must not, without written consent of the University, undertake employment or engagement including external consultancy, which might interfere with the performance of your duties or conflict with the interests of the University.

It follows that, regardless of whether you are employed on a full-time or part-time contract, you are required to notify your line manager of any employment or engagement which you intend to undertake whilst in the employment of the University (including any such employment or engagement which commenced before your employment under this contract). Your line manager will then notify you within 10 working days whether such employment or engagement is prohibited.

**Criminal Convictions** The post involves the opportunity for access to children and young persons under the age of 18. For this reason, the University is entitled to take into account any criminal convictions, cautions or impending case(s) that it considers to be relevant to this post.

The post is exempt from the provisions of the Rehabilitation of Offenders Act 1974. This means that applicants are not entitled to withhold information about convictions which

for other purposes are “spent” under the provisions of the Act.

Applicants must therefore complete the part of the application form declaring any criminal convictions and cautions from any court or police authority. The successful applicant will have to undergo a Criminal Records Bureau check before an appointment can be made.

## References

Candidates should ensure that they provide full details of the name and postal address of their referees. Please include e-mail addresses and telephone numbers wherever possible.

Referees should include your present, or most recent, employer. References will normally be taken up immediately in respect of candidates shortlisted for interview. **If you do not wish any reference to be taken up at this stage, please enter an ‘X’ in the relevant box provided on the application form.**

## Application Procedure:

All applications should be completed and submitted using the Harper Adams e-Recruitment programme at <http://jobs.harper-adams.ac.uk>

**To be submitted no later than 5pm on 20 January 2021**