

Title of the post: Senior Marketing Officer
[Permanent, Full Time]

Department: Marketing, Communications & Recruitment

Reporting to: Deputy Director Marketing and 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 2021, Harper Adams was ranked, for the fourth time, as first in the UK 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 2020, 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 opened in 2021, 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 Senior Marketing Officer is an integral role in enabling Harper Adams University to deliver its position, profile, portfolio and corporate messages to a wide range of audiences across collateral such as prospectus, website and associated digital platforms.

The role holder will support and develop content to attract prospective students to deliver against the university student recruitment targets. This will entail implementing campaigns to maintain and deliver competitive advantage with the wider department, managing content and ensuring it is on brand, on time, meets objectives and is compliant.

The primary objective of the Senior Marketing Officer is to interpret briefs to increase valuable engagement with the university website, leading to the capture and conversion of more prospective student leads. The post-holder will therefore have to consider the future student's journey from engagement with University advertising and literature, through to website navigation, user experience and on to data capture and subsequent remarketing and conversion. This will include utilising a CMS, CRM and other software and analytics solutions for day-to-day working and reporting.

The role sits within the Marketing and Communications team, part of the Marketing, Communications and Recruitment Department. The team delivers across a broad range of marketing channels and communication requirements including traditional printed publications, website and blogging, media relations, digital marketing, social media engagement, crisis communications, and general profile raising.

Main Duties:

To manage the full range of marketing communication requirements for the department and wider university:

- To work with the Deputy Director and wider department to ensure timely management of marketing and digital requirements including the website and campaigns in line with operational and tactical requirements to amplify the university messages to a wide range of stakeholders from prospective students to corporate networks.
- To lead on the execution of digital marketing campaigns, assisted by the Marketing Officer and working closely with the Director and Deputy Director, plus the appointed external marketing agency to shape and deliver campaign strategy from inception to execution, user funnels and CTA (with content input from colleagues), to brief, budget and deadlines.
- To monitor and evaluate campaign and content performance across website or digital engagement to make recommendations to inform future marketing and digital supporting strategy and produce monthly reports
- To work with department colleagues to monitor and maintain the accuracy of the use and management of the CRM, website (including CMS) and other systems, liaising as required to support the development of the system to deliver against operational requirements including an excellent Harper Adams experience in line with policies and compliance
- To lead on the coordination of changes to the university website via content management or by liaising with IS for developmental changes, with consideration for user experience and brand management.
- To proactively utilise software and analytics to monitor, identify and support channel development, including content changes (maintenance and management refresh or deletion) ensuring accuracy at all times and in accordance with policies and compliance.
- To manage multiple priorities both proactive and reactive, to work independently through own initiative and as part of a wider team
- To manage projects including the annual university prospectus, new channels and system development and the website, to support operational and tactical requirements. To analyse and report on all activity undertaken, making and acting upon recommendations to improve performance and inform departmental strategy.
- To maintain and manage a forward schedule of requirements including projects or initiatives to inform prioritisation, audit and reporting.
- Must keep themselves informed of the latest policy and compliance changed relevant to the role and requirements
- All other duties and responsibilities commensurate with the post and the salary range of the grade.

Personal Specification

	Essential	Desirable
Qualifications	Holding a degree or professional qualification relevant to the role	
Experience	<p>Experienced and able to deliver website and digital content to support user engagement journeys and experience</p> <p>Grounding and experience in integrated e-communications and campaign delivery, including data management and utilisation</p> <p>Ability to devise and deliver information and content via website and/or a range of multi-channel digital communications, including navigation structure, content management and user experience</p> <p>Outstanding copywriting and proof reading skills</p> <p>Experience and use of monitoring and analytics software, content management system and/or a customer relationship management system</p> <p>Experience of coordinating Digital marketing (PPC, programmatic, display, adwords) campaigns</p> <p>Experience of database and software use and management including CRM/lead/customer journey management, CMS and Google analytics.</p>	<p>Experience in an education marketing environment</p> <p>Experience in optimising website content, including landing pages and user journeys</p> <p>Experience and delivery of A/B and multivariate campaigns</p> <p>Analytical, data driven experience to inform insights and reporting</p> <p>Additional creative skills such as photography, video editing and graphic design would be welcomed.</p> <p>Experience of or interest in the agri-food, rural, environmental, STEM and animal health topics an advantage.</p>
Knowledge/Skills	<p>Understanding of the UK HE system</p> <p>Understanding of digital marketing platforms and techniques</p> <p>Excellent communication skills both verbal and written</p> <p>Excellent organisational skills, ability to plan ahead, manage priorities and workload, to multi-task and problem solve, with keen attention to detail.</p>	
Personal Qualities	<p>Excellent interpersonal skills, ability to liaise and communicate with a wide range of internal and external stakeholders</p> <p>Have a flexible approach and ability to work as part of a busy team in a demanding environment</p> <p>Attention to detail and accuracy, ability to prioritise and meet competing deadlines</p>	

	<p>Self-motivated, passionate and driven</p> <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>Role can require out of hours working including weekends/evenings to support coverage such as events or management of a communications requirement</p> <p>Must hold a full UK driving licence.</p>	
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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 £27,924 to £30,497 per annum. The point of entry will be dependent upon relevant qualifications and experience. Salaries are paid monthly, in arrears, by credit transfer on the 28th 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.
- 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 midnight on 24th October 2021

Please note that interviews will be held on 3rd November 2021