

SECTION A: THE ROLE	
Job Title:	B2B Marketing Content Executive
Institute/Service:	Marketing & Recruitment Directorate
Job Grade:	Grade 06 (Fixed Term until 31 st July 2025)
Job Family:	Services
Job Location:	Lancaster or Carlisle
Responsible To:	Sali Midjek-Conway Head of Campaigns
Role Purpose:	
<p>We are seeking to recruit a B2B Marketing Executive to join the University of Cumbria's dynamic and ambitious Marketing and Recruitment Directorate.</p> <p>Reporting to the Head of Campaigns and working closely with our Business- Business Marketing & Student Recruitment & Apprenticeships Teams, you will play an integral role in the planning, development and delivery of high-quality market plans, campaigns to meet targeted expectations.</p> <p>The University of Cumbria's Marketing Team is responsible for the strategic development and implementation of market plans and campaigns with high production standards to deliver our B-B/C, student / apprentice value proposition through our multi-channel mix approach.</p> <p>With a degree or equivalent in Marketing or a related subject, you will contribute to the development and management of the University of Cumbria's presence, particularly in the digital environment supporting a wide range of marketing and recruitment against Employer/Business focused market and campaign plans, including maximising engagement and working with colleagues to create and collate digital content; and monitor and report on competitor marketing activity.</p> <p>Competent at managing projects and timescales, you'll be organised and logical in your approach. Embracing collaborative working and engagement with key stakeholders across our university campuses.</p>	

SECTION B: PRINCIPAL DUTIES/KEY OBJECTIVES	
1.	To provide a professional and comprehensive service in support of B2B / apprenticeship marketing and recruitment activities, including assisting with the development, implementation and evaluation of evidence-based B2B and apprenticeship marketing and recruitment plans.
2.	To support the achievement of the university's B-B/C / apprenticeship recruitment targets; developing and implementing marketing and recruitment activity and materials. This includes, but is not limited to, working with colleagues on the development of key messages, copy, imagery and content for a range of media and marketing channels.

3.	To contribute to the development and management of the university's presence in the digital environment to maximise engagement and drive traffic to our employer and apprenticeship web pages through measurable campaigns, using and developing customer journeys, segmentation, personas, key messages and content and engagement activities.
4.	To lead in the development of third party partnerships and alliances to promote our B2B/C and apprenticeship portfolio, identifying opportunities/interventions for potential employers and apprentices to engage with the university and our programmes.
5.	To liaise with marketing colleagues on the creation and delivery of social media content aligned to our B2B/C marketing and recruitment plans.
6.	Manage your time and workload effectively, making sure deadlines are met in a timely and successful manner, achieving both activity and recruitment targets aligned to our apprenticeship recruitment.

Additional Information:

You may on occasions and in line with operational needs:

- Be required to work different hours including at weekends/evenings;
- Be required to travel to other campuses and sites as necessary.

In addition to the duties listed here, you will be required to perform other duties which are assigned from time to time. However, such other duties will be reasonable in relation to the grade.

It is the university's intention that this role description is seen as a guide to the major areas and duties for which the post holder is accountable. However, the business will change and the post holder's obligations will vary and develop. The description should be seen as a guide and not as a permanent, definitive and exhaustive statement.

Our Values:

At the University of Cumbria, our values shape the way we work, our culture and environment.

We are PERSONAL

Individuals are at the heart of what we do, and our culture of belonging recognises and supports every person. As an institution, we have mutual respect for those we work with and for and we care about understanding each other's challenges and helping one another to thrive.

We are PROGRESSIVE

As a university we have a determination to deliver our mission, which keeps us open to opportunities in front of us. We encourage thoughtful and inspirational ideas, and we tackle problems proactively, with optimism, creativity and courage.

We are ENGAGED

As stewards of knowledge and place, it is our privilege to champion the region and advocate for the value of education. The University of Cumbria is welcoming to different perspectives, expertise and experiences and we are committed to building and nurturing strong links with our communities.

Providing an Inclusive Environment:

The University of Cumbria is committed to providing an inclusive environment, where staff, students and visitors are encouraged to be their true self, in order to enhance the individual and collective experience. As a university community, we share the social responsibility of enabling this inclusive environment by valuing, respecting and celebrating differences, to ensure that we generate a sense of understanding and belonging.

The university recognises that our differences are our strength, seeking and valuing different perspectives and ideas, in an environment that is without prejudice and bias.

We are committed to embracing our responsibility as a facilitator of change and continue to develop our equality agenda in line with and, where appropriate, beyond the Equality Act 2010. We do not tolerate discrimination, bullying or harassment in any form on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Health & Safety Statement

All employees at the University of Cumbria are required to ensure that all duties and responsibilities are discharged in accordance with the University's Health and Safety at Work policy. They should take reasonable care for their own health and safety and that of others who may be affected by what they do or do not do. Employees should correctly use work items provided by the university, including personal protective equipment in accordance with training or instructions.

Criteria for: B2B Marketing Content Officer	Essential/ Desirable	To be identified by:
<p>Qualifications</p> <p>Educated to QCF Level 6 (degree level or equivalent) or equivalent experience.</p> <p>Evidence of commitment to continuing professional development in marketing technology and techniques, and use of this information to develop stronger, more relevant and more effective communications and collateral.</p> <p>Professional qualification, working towards or membership of Professional Body such as CIM.</p>	<p>Essential</p> <p>Essential</p> <p>Desirable</p>	<p>Application Form</p> <p>Supporting Statement/Interview</p> <p>Application Form</p>
<p>Experience</p> <p>Knowledge and experience of B2B / Employer / CPD / apprenticeship marketing.</p> <p>Knowledge and understanding of digital marketing channels and/or systems. This could include, but is not limited to advertising, social media, email, web and CRM.</p> <p>Experience of successfully managing projects.</p> <p>Knowledge and understanding of customer journeys, segmentation, and personas.</p> <p>Familiarity with statistics and performance measurement, including knowledge of Google Analytics and CRM data to inform developments.</p> <p>Excellent communication and interpersonal skills: the ability to communicate professionally with wide range of stakeholders / agencies / customers.</p> <p>Ability to work under pressure and to tight deadlines, whilst maintaining high levels of attention to detail.</p> <p>Proven organisational skills – the ability to prioritise work and be highly organised.</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>	<p>Supporting Statement/ Interview</p> <p>Supporting statement/ Interview</p> <p>Supporting Statement/ Interview</p> <p>Supporting Statement/ Interview</p> <p>Application Form/ Interview</p> <p>Supporting Statement/ Interview</p> <p>Interview</p> <p>Application Form/ Interview</p>

<p>Knowledge, skills and abilities</p> <p>Organisation and time management skills to plan and organise activities and events of some complexity including relevant budgeting and planning processes.</p> <p>Ability to contribute, propose and implement improvements to systems and working methods and develop internal and external networks.</p> <p>Proven ability to write effective copy that is suitable for varied markets and media.</p> <p>Skills to research, collate and edit material for inclusion in reports/other documents.</p> <p>Analytical/problem solving capability to perform analysis of information and identify issues to support decision making.</p> <p>Knowledge of relevant IT packages, CRMs (Salesforce is desirable), information systems and procedures, with the ability to adapt/transfer skills to use new technology, development and maintenance of websites, e.g. Office 365.</p> <p>Professional approach to work and the ability to work independently and show initiative.</p> <p>Effective presentational and interpersonal skills.</p> <p>Knowledge / experience of B2B / apprenticeship marketing within the HE environment.</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p>	<p>Interview</p> <p>Application Form/ Interview</p> <p>Application Form/ Interview</p> <p>Interview</p> <p>Interview</p> <p>Application Form/ Interview</p> <p>Interview</p> <p>Interview</p> <p>Application Form/ Interview</p>
<p>Other</p> <p>Commitment to the strategic plan and values of the University of Cumbria, especially in relation to equality of opportunity at work, a healthy and safe working environment, and the expected behaviours of an effective employee.</p>	<p>Essential</p>	<p>Interview</p>