



UNIVERSITY of
BRADFORD

Senior Advertising Marketing Officer

Directorate Of Outreach, Recruitment And Marketing

Advertising, Marketing And Student Insight



Job Description and Person Specification

Job Title:	Senior Advertising Marketing Officer
Grade:	7
Vacancy Reference:	
Faculty / Directorate:	Outreach, Recruitment and Marketing
Service / Department:	Advertising, Marketing and Student Insight
Location:	University of Bradford Campus
Reports to:	Student Marketing and Advertising Manager
Responsible for:	

Main Purpose

- The Senior Advertising Marketing Officer is responsible for the planning, delivery and evaluation of the University's UK and international, geo-targeted digital and offline student recruitment advertising campaigns.
- The postholder will act as the University's technical media buying specialist, across display advertising, paid search, programmatic, social media advertising, native and offline advertising channels.
- The Senior Advertising Marketing Officer will be highly skilled in analysing complex data sets and market insight from multiple sources in order to inform advertising campaigns. They will be required to demonstrate an agile approach to presenting data informed campaign proposals to senior colleagues in the Directorate and Faculties, pro-actively suggesting changes to campaigns which are not delivering value for money.
- The postholder will be the key account manager for the University's appointed media buying agency, ensuring that return on investment from advertising spend is maximised at all times. They will also be required to work collaboratively with internal teams to create and deliver advertising assets to tight deadlines.

Main Duties and Responsibilities

1. To act as the advertising lead for the University, liaising with senior staff in the Directorate of Outreach, Recruitment and Marketing and colleagues in Faculties to make pro-active, data informed recommendations on advertising strategies.
2. To act as the University's technical media buying specialist, across display advertising, paid search, programmatic, social media advertising, native and offline advertising channels.

3. To work with the Student Marketing and Advertising Manager to develop an annual advertising plan and budget by market with clear objectives, deliverables and targets. To evaluate and adjust the plan throughout the student recruitment lifecycle to maximise results.
4. To analyse complex internal and external data sets and market insight to inform the planning and delivery of the annual advertising plan and data informed, geo-targeted campaigns in UK and international markets, working collaboratively with colleagues across the Directorate, Faculties and the Planning and Performance team.
5. To develop a high level of knowledge of the University's course portfolio, understanding Faculty and programme USPs to inform key messaging and content on paid for channels and through integrated campaigns.
6. To work collaboratively with members of the Marketing team to build a comprehensive understanding of applicant behaviour by subject or demographic group (for example school or college leavers and adult learners), designing advertising campaigns to meet targeted needs.
7. To work collaboratively with colleagues in Admissions and Faculties to develop an understanding of recruitment challenges at programme level and to pro-actively suggest advertising solutions to meet these challenges.
8. To act as the key account manager for the University's appointed media buying agency, briefing and optimising advertising campaigns, ensuring that return on investment from advertising spend is maximised at all times.
9. To pro-actively challenge the appointed media buying agency on campaign performance metrics, in order to effectively manage resources and to deliver maximum value for money across all campaigns.
10. To pro-actively present innovative and creative advertising proposals to senior management within the Directorate and Faculties, both in written report and presentation formats.
11. To work collaboratively with colleagues across the Directorate to ensure that all advertising campaigns are delivered through an integrated approach and in line with campaign branding. To project a positive and can do attitude keeping all campaign stakeholders updated with delivery dates.
12. To adopt an agile approach to the monitoring and evaluation of all performance metrics in student recruitment advertising campaigns through the use of an advertising dashboard and via regular conversations with the media buying agency.
13. To work with colleagues in the web and social media teams to monitor the impact of advertising activity on engagement across online and social channels.
14. To pro-actively present proposed in-campaign amendments to the Directorate senior management team, within appropriate timescales in order to maximise return on investment at key milestones in the student recruitment lifecycles.

- 15.To produce campaign evaluation reports, proposing improvements to inform timely planning for future student recruitment cycles.
- 16.To represent the University at on and off campus recruitment events as appropriate.
- 17.To undertake staff development and training to meet the needs of the role.
- 18.Any other duties commensurate with the grade and nature of the post

This document outlines the duties required at the current time to indicate the level of responsibility. It is not a comprehensive or exhaustive list and may vary to include other reasonable requests as directed by University management which do not change the general character of the job or the level of responsibility entailed.

University of Bradford

Values

We will be an organisation that embodies our values in everything we do. These values are:

- **Excellence** is at the heart of everything we do
- **Trust** is the foundation of our relationships, underpinned by integrity in everything we do
- We give invention light and celebrate creativity and **innovation**
- **Inclusion** - diversity is a source of strength and must be understood, valued, supported and leveraged

Embedding these values across the University will shape our culture and drive our performance.

It is the responsibility of every employee to uphold the University values.

Equality, Diversity and Inclusion (EDI)

The University of Bradford is widely recognised as an Equality, Diversity and Inclusion (EDI) leading institution. Our EDI vision is to bring about, and be recognised as an exemplar of transformational diversity, inclusion and social mobility and emphasise the critical role of leadership in embedding intersectional EDI in order to make our diversity count and deliver impact.

It is the responsibility of every employee to act in ways that support equality, diversity and inclusivity and to work within the spirit and detail of the law, including the Equality Act 2010 and the Human Rights Act 1998.

The University provides a range of services and employment opportunities for a diverse population. Employees will treat all students and colleagues with dignity and respect irrespective of their background.

Employees are responsible for ensuring the University develops a culture that promotes equality, values diversity, and supports inclusivity. This responsibility includes services and functions the University provides and commissions, to students, colleagues, partners in other organisations, visitors and members of the public.

Training

Employees must complete any training that is identified as mandatory to their role. Training should be accessed locally by agreement with line managers and through the University's People and Organisational Development Service. Mandatory training must be completed on commencement of the role, without delay.

Health, Safety and Wellbeing

Health and Safety is a partnership between employee and employer each having responsibilities, as such all employees of the University have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. It is also the responsibility of all employees, that they fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

All employees have a duty to report any practice that you consider compromises standards of health and safety and risk. The Code of Practice on Public Interest Disclosure (Whistleblowing) details the process and advises on the protection from unfair treatment for an individual who raises such concerns.

Employees are required to co-operate with management to enable the University to meet its own legal duties and to report any circumstances that may compromise the health, safety and welfare of those affected by the University's undertakings.

Managers should note they have a duty of care towards any staff they manage; academic staff also have a duty of care towards students. As part of this you will need to ensure you are familiar with any relevant Health and Safety policies and procedures; seeking advice from the Central University Health and Safety team as appropriate.

Information Governance

Employees have a responsibility for the information and records (including student, health, financial and administrative records) that are gathered or used as part of their work undertaken for the University. This may be in paper, electronic or other formats. An employee must consult their manager if they have any doubts about the appropriate handling of the information and records with which they work.

This means that employees are required to uphold the confidentiality of all data, information and records and to ensure they are recorded to appropriate data standards and to the relevant electronic system or manual filing system in order to maintain their accessibility and integrity.

To support these requirements all employees must adhere to data protection legislation and the University's policies and procedures in relation to information governance and information security at all times.

Additionally, employees will be required, when and where appropriate to the role, to comply with the processing of requests under the Freedom of Information Act 2000.

All employees will be given the necessary training to enable them to adhere to these requirements.

Criminal Record Disclosures and Working with Vulnerable Groups

Depending on the defined nature of your work and specialist area of expertise, your role may be exempt from the provisions normally afforded to individuals under the Rehabilitation of Offenders Act 1974. In these circumstances, the University may obtain a standard or enhanced disclosure through the Disclosure and Barring Service (DBS) under the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended) and, in certain circumstances, the Police Act 1997.

Suitable applicants will not be refused positions because of criminal record information or other information declared, where it has no bearing on the role (for which you are applying) and no risks have been identified against the duties you would be expected to perform as part of that role.

During the course of your employment, you must notify your line manager if you are charged with a criminal offence (excluding motoring fixed-penalty convictions). Failure to notify the University of a criminal conviction could lead to withdrawal of a job offer where employment has not commenced, or disciplinary action for employees in post. All employees of the University who have contact with children, vulnerable adults, service users and their families must familiarise themselves, be aware of their responsibilities and adhere to the University's policy and procedures and the Safeguarding Vulnerable Groups Act 2006. Where appropriate, employees will be given the necessary training to enable them to adhere to these requirements.

University Policies and Procedures

The University operates a range of policies, procedures and formal guidance (available on the University intranet and ServiceNow). All employees must observe and adhere to the provisions outlined in these documents.

Post Specification

Senior Advertising Marketing Officer

Directorate of Outreach, Recruitment and Marketing

	Essential	Desirable
Qualifications	<ul style="list-style-type: none">• First degree in Marketing, Advertising or related subject• GCSE English and Maths or equivalent	<ul style="list-style-type: none">• CIM Certificate or Diploma in Professional Digital Marketing• Affiliate or Member of CIM• Google Adwords Certification
Experience, Skills and Knowledge	<ul style="list-style-type: none">• Experience of developing, delivering and evaluating an annual and campaign based advertising plans and budgets• Experience of media buying across a wide range of on and offline media channels• A high level of ability to analyse complex data sets and market insight across multiple channels to inform campaign planning• Ability to quickly develop a high level of market and competitor insight, in order to identify opportunities and innovations• Ability to work collaboratively with colleagues to understand and implement key messages to maximise campaign effectiveness	<ul style="list-style-type: none">• Experience of working in an FE or HE marketing environment• Experience of working in media buying in an advertising agency

	Essential	Desirable
	<ul style="list-style-type: none"> • Extensive technical knowledge of SEO, Google Adwords and Social Media advertising • Significant key account management experience, either working within or managing an advertising agency • Experience in writing detailed campaign briefs, working collaboratively with a wide range of colleagues • Ability to confidently and pro-actively present advertising proposals to diverse audiences, including senior staff members and non advertising specialists • Extensive experience of evaluating campaigns and challenging performance metrics to maximise campaign deliverables and value for money • Experience of producing and presenting campaign evaluation reports to inform future activity • Excellent written and oral communication skills and the ability to target communications to the appropriate audience • Ability to prioritise and organise own workload, to ensure that advertising campaigns are delivered to timescales which will maximise effectiveness 	

	Essential	Desirable
	<ul style="list-style-type: none"> • High level of accuracy and attention to detail • High level of knowledge and proficiency in Microsoft Office and across online channels, including social • Awareness of the current issues facing the higher education market and their impact across all key stakeholder groups 	
Job Specific Requirements (please delete this section if not applicable)	<ul style="list-style-type: none"> • Flexible approach to working to meet deadlines • Availability to cover student recruitment events (occasional weekend and evening working) and to work extended hours over the clearing period (mid-late August) 	<ul style="list-style-type: none"> •
Personal Attributes	<ul style="list-style-type: none"> • Ability to work confidently with internal and external stakeholders at all levels • Ability to work independently and collaboratively as part of a team • Friendly, helpful and confident manner • Enthusiasm for higher education • A supportive and inclusive role model in the team • Commitment to high quality customer service 	<ul style="list-style-type: none"> •

	Essential	Desirable
	<ul style="list-style-type: none">• Understanding of the University's commitment to Equality and Diversity• Committed to continuing personal and professional development	