Marketing Co-ordinator

MARKETING

Closing date: 11 February 2018
**Directors Introduction**

As a member of the Commercial Services team you will be a key contributor in supporting our section to provide essential income to support the University’s key objectives. The services we provide underpin values that will enhance the ‘student experience’, whilst being profitable and sustainable.

We work in an all-inclusive environment where the word ‘team’ is part of our culture. We provide an excellent benefits package supporting market led terms and conditions of employment. We are committed to Investors in people and this is demonstrated by providing an open door policy giving access to the Management Team from all levels of the organisation.

I wish you well with your application.

Jon Greenwood, Director of Commercial Services

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**Marketing**

Commercial Services Marketing delivers the marketing for the YCL portfolio, which is ever changing and growing. There is a small team of 4 based in Heslington Village who work alongside the design team. We deliver a range of marketing from creating posters to arranging exhibitions, always investigating the possibilities to maximise return for Commercial Services. The team works closely with key members of other teams within commercial services including the YCL department head and we aim to offer a great service for these departments. The departments we deliver marketing for are:

- Eat at York (all the catering outlets on campus)
- Cucina (our delivered catering service)
- Campus Bars
- Design and Print Solutions
- York Conferences
- Retail Services (including 2 NISA supermarkets)
- York Sport
- Campus Nursery
YCL

YCL is a wholly owned subsidiary company of the University of York. YCL was formed in 2012 with the overall aim to deliver a profitable service and provide essential income to the University.

YCL is continuously looking for new ways to support the University. In 2017/18 a new retail store and catering outlet will open for the use of students, staff, visitors and local residents.

There are a number of commercially focussed departments which make up Commercial Services, Catering and Bars, Campus Nursery, York Sport, Design and Print Solutions, York Conferences, Retail Services and support teams including Human Resources Central Administration and Marketing.

YCL was awarded IiP Silver in August 2014.

Benefits Package

- 38 days annual leave including 8 bank holidays (pro rata)
- Pension scheme
- On-site parking
- Concessions rates at York Sport Village and Centre
- 10% off campus NISA supermarkets
- Discount scheme with local restaurants, retail and tradesmen
- Salary sacrifice schemes including cycle to work, childcare vouchers and campus nursery
- Discount scheme with national retailers and services
- Discounted personal postage rates
- Uniform provided

Attractive Place to Work

Centred around the picturesque village of Heslington on the edge of the city of York, the campus offers a wealth of facilities, which includes bars, shops, theatres and concert halls all within easy walking distance.

The University has undergone an unprecedented period of expansion and renewal. Since 2000 we have invested in twenty new buildings on the original campus and have completed the first and second phases of a £750m campus expansion.

During this period of change YCL has also grown to support the larger campus. We have worked hard to retain our friendly, informal atmosphere and believe strongly that work should be an enjoyable place to be.

The University

Founded on principles of excellence equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2017 it is the centre for almost 16,000 students across 30 academic departments and research centres. In just 50 years we have become one of the world’s leading universities and a member of the prestigious Russell Group.

The City of York

Internationally acclaimed for its rich heritage and historic architecture, York’s bustling streets are filled with visitors from all over the world. Within its medieval walls you will find the iconic gothic Minster, Clifford’s Tower and the Shambles—just a few of many attractions.

But York isn’t just a great place to visit—it’s also a great pace to live and work. While nourishing a vibrant cosmopolitan atmosphere, York still maintains the friendly sense of community unique to a small city.
**Main purpose of this role**

- Working within the Directorate of Commercial Services, this role is for a marketing professional to provide expertise to support the aim of maximising the local and national profile of the Directorate Commercial Services and its associated subsidiary companies, and will significantly contribute to income generation, through marketing activities.

- The Marketing Assistant will assist the Marketing Manager develop and carry out marketing campaigns in order to generate new business leads and increase the profile of the Directorate Commercial Services and its associated subsidiary companies.

- All duties are to be carried out demonstrating an efficient, proactive and professional manner at all times.

**Key responsibilities and duties:**

- To update Commercial Services websites, social media and other appropriate websites daily with offers, news, e-zines, polls and surveys to maintain a high web profile.

- Make all necessary arrangements for trade shows, exhibitions and external visits to clients as directed by the Marketing Manager.

- To be conversant with the role and responsibilities of the Marketing Manager, in order that meaningful and effective cover can be given during absences, and if required in the role of deputy.

- Produce appropriate marketing material, including e-marketing and press releases, in order to encourage new business

- To generate new sales enquiries through effective marketing activities.

- To encourage potential clients to use Commercial Services products/services by effective marketing.

- To actively promote Commercial Services products and services on site visits and make all the necessary arrangements pre and post meetings to ensure their success.

- To produce accurate paperwork for each prospective client and ensure that all details are accurately recorded and passed to the Marketing Manager and Administrator as required.

- To proactively establish excellent working relationships with new prospects in order to convert them into long-term clients.

- To liaise with Commercial Services Departments to ensure databases are up to date and accurate.

- To compile and maintain information on competitors as directed by the Marketing Manager.

- To carry out research into prospective markets and industry sectors.

- To maximise opportunities for ‘up selling’ and ‘cross selling’ on all marketing activities.

- To collate press releases from Commercial Services departments.

- Any other duties directed by the Marketing Manager deemed appropriate to this role and in support of the business objectives of the Directorate of Commercial services and its clients

The above list of duties is not exhaustive and is subject to change. The post holder may be required to undertake other duties within the scope and grading of the post in response to business needs.
## PERSON SPECIFICATION

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<th>ESSENTIAL</th>
<th>DESIRABLE</th>
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<tr>
<td><strong>QUALIFICATIONS</strong></td>
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<tr>
<td>• Working towards or recently completed a Degree in marketing, or Professional marketing qualification or • Relevant experience in a marketing or PR related discipline</td>
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<td><strong>KNOWLEDGE</strong></td>
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<td>• Understanding of effective marketing solutions for diverse products &amp; services</td>
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<td><strong>SKILLS / ABILITIES / COMPETENCIES</strong></td>
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<td>• High level IT skills; proficient in use of MS Office as well as competency in content managed web pages • Excellent planning, organisation &amp; prioritisation skills and ability to meet deadlines • Excellent communication skills (verbal, written &amp; presentation)</td>
<td>• Competent in the use of Dreamweaver, or other web development software</td>
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<td><strong>EXPERIENCE</strong></td>
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<td>• Experience of producing material from various sources and producing accessible accurate written materials • Ability to tailor content and design of marketing materials for specific audiences • Ability to work on and complete multiple projects simultaneously</td>
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<td><strong>PERSONAL ATTRIBUTES</strong></td>
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<td>• Ability to work as part of a team as well as under own initiative • Ability to work with conflicting demands • A confident, enthusiastic, hard working and flexible approach • Attention to detail • Excellent interpersonal skills • Willing and flexible approach to new areas of work</td>
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How to Apply

Online

- Go to [https://jobs.york.ac.uk/ycl](https://jobs.york.ac.uk/ycl)
- Find the vacancy using reference 6380

You will need to submit your application by midnight (GMT) 11 February 2018.

What will I need?

We will ask you for:

- Personal details
- Your employment history
- Relevant qualifications
- Contact details for two referees

You will need to be ready to show us how you meet the requirement of the job, either in a written statement and/or by answering questions.

The Company will only recruit individuals who have passed the school leavers age. For further information and confirmation of the school leavers age please visit the City of York Council website.

Applicants aged under 18 year of age will only be offered 20 hours a week or less and they must provide evidence that they are in full or part time education/training, or undertaking work based learning such as an apprenticeship.

Help and assistance

Direct queries to ycl-hradmin@york.ac.uk
01904 328413/01904 328424