Marketing Administrator

MARKETING

Closing date: 5 April 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

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 include:

- 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.
Salary: £15,618 per annum
Grade: A3
Hours of work: 37
Contract type: Open
Reporting to: Marketing Manager
Location: University of York, Heslington, York, YO10 5DD

Main purpose of this role

- To provide administrative support to the Commercial Services Marketing Team, i.e.; Marketing Manager and Marketing Assistant.

Key responsibilities and duties:

- Provide administrative support to the Marketing Manager and Marketing Assistant.
- Provide general information and guidance to enquirers regarding marketing.
- Work with the Marketing Manager and Assistant to respond to marketing enquiries and produce marketing materials.
- Work with the Marketing Manager and Assistant to prepare for marketing and promotional events.
- Assist and Attend marketing and promotional events as required.
- Work with the Marketing Manager and assistant to upload and edit text on the Department’s website and intranet.
- Maintain marketing contacts’ database.
- Provide general administrative support as appropriate.

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

<table>
<thead>
<tr>
<th>QUALIFICATIONS</th>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A general education to include 5 GCSE passes at Grade c or above, or an equivalent educational qualification or relevant experience.</td>
<td>Advanced Office IT qualification (e.g. Advanced ECDL)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KNOWLEDGE</th>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge and understanding</td>
<td></td>
<td>Knowledge of marketing processes</td>
</tr>
<tr>
<td>of administrative procedures</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Knowledge of Microsoft systems and procedures</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SKILLS / ABILITIES/ COMPETENCIES</th>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly competent in using Microsoft Office applications, including Word, Excel, E-mail, PowerPoint and internet</td>
<td></td>
<td>Good proof reading skills</td>
</tr>
<tr>
<td>Good oral and written communication skills</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good interpersonal skills with people at all levels</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPERIENCE</th>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working in a busy, customer focused administrative environment</td>
<td></td>
<td>Relevant experience of maintaining a website</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PERSONAL ATTRIBUTES</th>
<th>ESSENTIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to work independently and as part of a team</td>
<td></td>
</tr>
<tr>
<td>Ability to prioritise own workload</td>
<td></td>
</tr>
<tr>
<td>Confident, enthusiastic and hard working</td>
<td></td>
</tr>
<tr>
<td>Ability to work in a busy shared office</td>
<td></td>
</tr>
<tr>
<td>Willingness to work in a flexible manner</td>
<td></td>
</tr>
</tbody>
</table>
How to Apply

Online

- Go to https://jobs.york.ac.uk/ycl
- Find the vacancy using reference 6542
- Complete the online application form

You will need to submit your application by midnight (GMT) 5 April 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