MARKETING CO-ORDINATOR

CS MARKETING

Closing date: 27 March 2020
Directors Introduction

As a member of the Commercial Services team, you will be a key contributor in supporting our section to provide essential income and 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

Mission and Values

At YCL our mission is to provide the highest standard of customer satisfaction, value for money and quality of product within a friendly and helpful environment.

Our values are:

**Trust** - We will place trust in you to do your job and do it well

**Respect** - We will respect you and expect you to respect your colleagues and customers

**Unique** - We are all unique and diverse and we embrace this

**Enjoy** - We strive to make work an enjoyable place, you should too!

Marketing

Commercial Services Marketing deliver the marketing for the YCL portfolio, which is ever changing growing. Their team of 6 are based in Heslington Village and they work with key members from each YCL section to deliver a range of marketing. They are always investigating the possibilities to maximise the return of investment for YCL.

All the co-ordinators have a board knowledge of all areas of marketing and use the full marketing mix across their accounts.

This includes:

- Planning/Budgeting/Measuring Return on investment.
- Digital Marketing-social media/adwords/analytics/SEO/XIBO/Mailjet/CMS - Terminal 4/Wordpress.
- Social listening.
- Website management.
- Internal communications.
- Copywriting.
- Content creation.
- Promotional print– brochures/leaflets/signage/merchandise.
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.

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

YCL is continuously looking for new ways to support the University. In 2017/18 we opened a new retail store and catering outlet for the use of students, staff, visitors and the general public.

YCL was awarded Investors in People Silver in 2014.

Benefits Package

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

The University

Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2019 it is the home of more than 18,000 students. The University is one of the world's leading universities and a member of the prestigious Russell Group.

An 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, including bars, gyms and shops.

The University has undergone an unprecedented period of expansion and renewal. Since 2000 they have invested in 20 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 growth on campus. We have worked hard to retain our friendly, informal atmosphere and believe strongly that work should be an enjoyable place to be.
Salary: £19,987–£21,550 per annum

Grade: B3

Hours of work: 37

Contract type: Open

Reporting to: Marketing Manager - 5a Main Street, Heslington, York, YO10 5EA

**Main purpose of this role**

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

**Key responsibilities and duties**

- Market products by developing and implementing marketing and advertising campaigns.
- Collaborate with the design department to produce promotional materials.
- Schedules and organises the creation of website content.
- Helps maintain social media accounts for brands, products, or services.
- Crafts clear product marketing copy.
- Plans meetings, trade shows and promotional events by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating mailing lists.
- To maximise opportunities for ‘up selling’ and cross selling on all marketing activities.
- Research market trends, demographics, pricing strategies, and other relevant information that helps Marketing Manager and Heads of Sections develop marketing/sales plans.
- To compile and maintain information on competitors as directed by the Marketing Manager.
- Analyses surveys, polls, and other market research to look for patterns and trends.
- Delivers reports on research findings through written documents and verbal presentations.
- Enters marketing data into ROI spreadsheets and helps to create data and financial reports for marketing manager.
- Enters marketing data into tracking systems for online marketing activities.
- Helps maintain excellent client relationships through superior customer service skills.
- All duties to be carried out demonstrating an efficient, proactive and professional manner at all times.
- 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.
- 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 the business needs.
# CANDIDATE SPECIFICATION

<table>
<thead>
<tr>
<th>QUALIFICATIONS</th>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Working towards or recently completed a degree in marketing, or Professional marketing qualification</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Or</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Relevant experience in a marketing or PR related discipline</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KNOWLEDGE</th>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Knowledge of traditional and digital marketing tools</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Knowledge of good SEO practice / campaigns</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Understanding of the ROI and its importance.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Familiarity Content Management System software</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></td>
<td>Excellent communication and presentation skills</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Project management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Planning and co-ordination</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Market research and reporting research results</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stakeholder and customer management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Financial skills</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Solid computer skills, including MS Office, web analytics and Google including Adwords</td>
<td></td>
</tr>
</tbody>
</table>
# CANDIDATE SPECIFICATION

<table>
<thead>
<tr>
<th>EXPERIENCE</th>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Proven work experience as a Marketing Coordinator, <a href="#">Marketing Officer</a> or similar role.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Experience with research methods using data analytics software.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Ability to work on and complete multiple projects simultaneously</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Ability to tailor content and design of marketing materials for specific audiences.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PERSONAL ATTRIBUTES</th>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Ability to work as part of a team as well as under own initiative.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Ability to work with conflicting demands</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• A confident, enthusiastic, hard working and flexible approach.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Attention to detail</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Excellent interpersonal skills</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Willing and flexible approach to new areas of work.</td>
<td></td>
</tr>
</tbody>
</table>
How to Apply

Online

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

You will need to submit your application by midnight (GMT) of the closing date.

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 show us how you meet the requirements of the job, either in a written statement and / or by answering questions.

YCL 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 18 and under will only be offered a maximum of 20 hours of work a week, and 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