Agency and Online Learning Co-ordinator

**Department:** Marketing, Recruitment, Admissions and Outreach - External Relations

**Hours of work:** Part time, 29.6 a week (0.8FTE)

**Contract type:** Open

**Salary:** Grade 5, £26,341 a year (reduced pro rata)
Introduction

Marketing, Recruitment, Admissions and Outreach (MRAO) forms part of the University's Directorate of External Relations. MRAO has responsibility for the following:

- Marketing to raise awareness of York, its brand and product offering, for prospective applicants and other key stakeholders, including the production of effective marketing materials and conversion communications using the most appropriate and effective media, during the various stages of the student journey through to enrolment
- Recruitment strategy, tactics and delivery to facilitate the targeted recruitment of prospective undergraduate and postgraduate students in the UK, including lead acquisition, customer and channel management, targeted schools engagement and the delivery of key recruitment and conversion events
- Admissions policy and strategy in relation to undergraduate and postgraduate students as well as the operation of the University's admissions function
- Outreach specifically to students with widening participation characteristics.

MRAO works closely with other sections of the Directorate: in particular International Student Recruitment, and Communications, but also the Office of Philanthropic Partnerships and Alumni. In addition, we maintain key relationships with academic and support departments across the University.

An optional field – max of 400 words

**Main purpose of the role**

This exciting new role will undertake a range of specialised, administrative activities working in a fast paced and dynamic environment. This role sits within the Administration team, but works very closely with senior marketing managers within MRAO. It has a specific focus on delivering excellent marketing administration, liaison and coordination to deliver financial and process improvements associated with two major external partners (York's advertising agency and online delivery partner, HEP). The role holder will be responsible for overseeing the complexities of the marketing budget and assisting the Administration Manager, Marketing Campaigns Manager and the Head of Student Recruitment and Marketing with budget planning, forecasting and monitoring. The post holder will play a proactive and extensive role liaising with York’s external advertising agency on a regular basis. They will review and enhance all key processes, including campaign bookings, invoicing and budget tracking to ensure all marketing activity remains within budget parameters. They will also work closely with the campaigns teams and the advertising agency to ensure agency related campaign assets are on schedule. This role will also provide specialist marketing administrative support and coordination for York’s online learning partnership, liaising with our partner ‘HigherEd Partners (HEP)’. This will include all process improvements to support Faculty Marketing Managers and HEP with online product launches. This is an important and expanding area of York’s activities and requires a highly organised individual to implement robust systems and processes to support timely product development and marketing and legal compliance. The role requires a firm grasp of York’s finance systems and an understanding of marketing campaigns.

**Key responsibilities**

(Role holders will be required to undertake some or all of the duties below)

- Administer and co-ordinate designated aspects of the project throughout the project life cycle from initiation to successful conclusion, using key project management tools such as Asana
• Conduct literature/data searches, and extract, collate or summarise data; undertake some desk-based searches or other investigation under the direction of the Administration Manager and/or the Marketing Campaigns Manager.

• Organise appointments, meetings, seminars, workshops, etc, acting as point of contact for visitors.

• Take a lead role in advertising agency liaison developing robust processes around financial planning and a wide range of operational processes to ensure that the projects are delivered in line with agreed milestones and objectives.

• Facilitate liaison between HEP, project team members (including Faculty Marketing Managers) and other key stakeholders, in order to explain the project concept and obtain required materials and input to ensure that the projects are delivered in line with agreed milestones and objectives.

• Take a lead role in HEP process improvements to facilitate the production of timely and accurate product descriptions and materials, with the appropriate input from York staff so there is a clear audit trail to satisfy any possible CMA challenges.

• Write and prepare summaries of meetings/workshops, interim reports/papers, minutes, etc.

• Maintain documentation collection; proof read papers, reports and publications in terms of presentation; responsible for filing and organisation of project documentation.

• Play a key role in ensuring the provision of effective and efficient financial support, including the production of budgets, financial reporting, forecasting, invoicing, purchasing and reconciling.

• Monitor income/expenditure against budgets, following up any anomalies and making corrections where necessary and raising any issues or concerns with the Administration Manager and/or the Marketing Campaigns Manager.

• Ensure that budget holders receive sufficient and timely information to allow them to manage appropriately and maximise the expenditure of funds.

• Write formal reports and produce management information and data for departmental managers as required. This may include, but is not limited to, reports on finances and service development.

• Assist the project leader/project manager by undertaking preliminary analyses of data and/or organising data into appropriate formats and/or compiling data into reports.

• Ensure compliance with relevant financial regulations, procedures and audit regularity requirements.

• Support the delivery of major MRAO campaigns, projects and events. This could include assisting with significant activities such as Open Days, Clearing and other marketing or recruitment related activities as required.

• This role has an expectation of normal office hours, but very occasionally it may require some out of hours working.

• Assist colleagues across Marketing, Recruitment, Admissions and Outreach where required.
## Person specification

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<thead>
<tr>
<th>Qualifications</th>
<th>Essential / Desirable</th>
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<tbody>
<tr>
<td>A levels or NVQ level 3, or equivalent experience</td>
<td>Essential</td>
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<tr>
<td>Qualification or prior work experience of finance or marketing</td>
<td>Desirable</td>
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### Knowledge

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<thead>
<tr>
<th>Knowledge</th>
<th>Essential / Desirable</th>
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<tr>
<td>Thorough knowledge of all Microsoft Office and Google Suite applications</td>
<td>Essential</td>
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<tr>
<td>Good project co-ordination and administration (including financial administration)</td>
<td>Essential</td>
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<td>A thorough understanding of the principles involved in customer service provision and office management within a large, complex organisation</td>
<td>Essential</td>
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<td>Knowledge of monitoring, recording and reporting on income and expenditure against budget</td>
<td>Essential</td>
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<td>An understanding of the UK Higher Education system</td>
<td>Desirable</td>
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<td>An understanding of the General Data Protection Regulations (GDPR)</td>
<td>Desirable</td>
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<tr>
<td>An understanding of relevant regulations, legislation and national codes of practice relating to marketing</td>
<td>Desirable</td>
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<td>An understanding of marketing campaigns</td>
<td>Desirable</td>
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### Skills, abilities and competencies

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<th>Skills, abilities and competencies</th>
<th>Essential / Desirable</th>
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<tr>
<td>Excellent oral and written communication skills, with the ability to communicate effectively with a wide range of people</td>
<td>Essential</td>
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<td>Able to use initiative to solve unusual or complex problems</td>
<td>Essential</td>
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<td>Good planning and organisational skills, including the ability to meet deadlines</td>
<td>Essential</td>
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<td>Able to work under pressure but still provide high quality work with attention to detail</td>
<td>Essential</td>
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<td>Good documentation skills; able to keep accurate records</td>
<td>Essential</td>
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<td>Able to work as part of a team but also independently</td>
<td>Essential</td>
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<td>Consistent accuracy and attention to detail</td>
<td>Essential</td>
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<td>Excellent organisational and time management skills, able to manage competing priorities and comfortable dealing with multiple stakeholders</td>
<td>Essential</td>
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<tr>
<td>Good numerical skills</td>
<td>Essential</td>
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Able to review procedures and processes, ensuring they are fit for purpose and maximise efficiency; make recommendations for improvements as identified and implement agreed changes | Essential

Able to manage a service-related budget and associated accounts, and write financial reports and produce management statistical information and data as required | Essential

**Experience**

Organising, minuting and summarising outcomes from meetings and workshops | Essential

Taking an active part in a team, helping colleagues as required to ensure tasks are completed on time and to required standard | Essential

Experience in financial matters including creating and presenting spreadsheets, using databases and working with financial systems to track budgets | Essential

Implementing administrative processes in a complex organisation/situation | Essential

Preparing and presenting statistical information and reports | Essential

Experience of managing customer demands and expectations, and delivering excellent standards of customer service | Essential

Experience of working under pressure to tight deadlines while providing a high quality of work with attention to detail and promoting data quality | Essential

Experience of supporting marketing and campaign activity and/or working with external marketing agencies | Desirable

**Personal attributes**

Willingness to learn new techniques | Essential

Comfortable working flexibly, under pressure and to tight deadlines | Essential

Calm and approachable manner | Essential

Responsible, reliable and highly motivated | Essential

Commitment to providing a high quality service | Essential

Tactful and diplomatic | Essential

Professional, helpful and approachable attitude, with a diplomatic, confident and efficient manner in dealing with a range of people and situations | Essential

Demonstrable change resilience | Essential

Able to work independently and show initiative, alongside being part of a team | Essential

Willing to comply with holiday restrictions and to work occasional unsocial hours at peak times | Essential