

Organisation:	Luminate Education Group
Primary Organisation Supported <i>(only use this field for LEG service member of staff)</i>	Leeds Conservatoire and University Centre Leeds
Core Job Role:	
Job Title:	Marketing Executive
Reports to:	Marketing Strategy Manager
Grade	B
Date of compilation:	July 2024

ROLE SUMMARY:

This role supports the delivery of marketing strategies (and associated campaigns) for Luminate's HE brands (Leeds Conservatoire and University Centre Leeds), working closely with marketing and student recruitment professionals from across the department.

This role provides generalist marketing support, delivering on delegated projects, producing briefs and post-campaign reports, conducting research, and coordinating colleagues both inside and outside the department.

SPECIFIC ROLE RESPONSIBILITIES:

1. Support the development and delivery of marketing strategies for Luminate's HE brands (Leeds Conservatoire and University Centre Leeds), under the guidance of the Marketing Strategy Manager.
2. Take responsibility for delivering any delegated marketing projects and campaigns, being the point of contact on set projects and ensuring that all teams are aware of deadlines as well as their responsibilities within the project
3. Work in close collaboration with academic colleagues to gain important information, ensure agreement on marketing materials, and discuss operational marketing delivery
4. To assist (and lead when delegated) with the production of marketing collateral, producing briefs, identifying imagery, writing engaging copy and liaising with staff, students and suppliers
5. To undertake desk research for the purpose of gathering market intelligence and insight,

including competitor analysis and marketing trends

6. Complete post-campaign reports alongside the strategy manager/lead
7. Work with colleagues across the department, assisting (when appropriate) with the logistics of events and content projects
8. Keep up to date with education sector and marketing industry developments and share such developments with the marketing and student recruitment function.
9. Participate in relevant student recruitment activities and enrolment, which will involve occasional weekend and evening work.
10. Attend and contribute to team meetings, planning days and other departmental staff events.
11. To conduct any other work commensurate to the role.

GENERAL LUMINATE EDUCATION GROUP RESPONSIBILITIES FOR ALL STAFF:

- Maintain and update knowledge of the subject/professional area and co-operate in any staff development activities required to effectively carry out the duties of the post.
- Comply with safeguarding procedures, including the promotion of the welfare of children and vulnerable adults.
- Comply with all relevant policies and procedures.
- Act with honesty and integrity to maintain high standards of ethics and professional standards.
- Use and promote restorative practice approaches.
- Comply with all legislative and regulatory requirements.
- Promote a positive image of the Luminate Education Group and member organisations.
- Any other duties commensurate with the level of the post, which may be required from time to time.
- Embody our Organisational Culture:

Few rules & clear boundaries

The ability to be creative, within areas of focus.

Energy & enjoyment

Fostering an environment that enables our people and learners to be brave, interact and have fun.

Passion & ambition

Encouraging all to think aspirationally, inspiring others to do the same.

Ownership & performance

Using our robust business planning model to allow areas to have clear ownership over their vision and remit.

Creative & reflective

Always hungry to learn and looking ahead to see what is on the horizon.

Collaborative & responsive

Proactively seeking opportunities to create synergies and positive outcomes for all.

Person Specification

Job Title:	Marketing Executive
Department	HE Marketing and Student Recruitment

The specific qualifications, experience, skills and values that are required for the role are outlined below. You should demonstrate your ability to meet these requirements by providing clear and concise examples on the application form. Each criteria is marked with whether it an essential or desirable requirement and at which point in the recruitment process it will be assessed.

Methods of Assessment:

A = Application Form, I = Interview, **T = Test or Assessment, P = Presentation,**
C= Certificate, MT = Micro Teach

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Q1. Education to degree level or equivalent professional experience	A
D	Q2. A qualification in marketing, or equivalent relevant experience	A
Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	EK1. Experience of contributing to successful multi-channel marketing campaigns	A / I
E	EK2. Experience across a broad range of generalist marketing channels, such as OOH, digital, events and content	A / I
E	EK3. Experience of measuring the results of marketing campaigns and implementing the associated learnings	A / I

D	EK4. Experience of project management	A / I
D	EK5. Experience of driving efficiencies in marketing processes	A / I
D	EK6. Experience of delivering successful marketing activities in the Education sector	A / I
D	EK7. Knowledge of the latest trends and key insights in the Education sector	A / I

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	SC1. Good communication skills both verbal and written	A / I
E	SC2. Seeks to bring innovation and initiative to daily activities	A / I
E	SC3. Stays focussed on a set plan, but with the ability to remain agile as required	A / I
E	SC4. Takes an inclusive and collaborative approach to working life	A / I
E	SC5. Good organisational skills and attention to detail	A / I
D	SC6. Can build positive working relationships with colleagues	A / I
D	SC7. Comfortable with change and innovation	A / I
D	SC8. Ability to incorporate data, insight and research into marketing plans	A / I
D	SC9. Can operate effectively in complex environments	A / I
Behavioural, Values and Ethos		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	B1. Support and promotion of equality, diversity and inclusion	A/I

E	B2. Promotion of a safe environment for children, young people and vulnerable adults to learn in	I
E	B3. Commitment to the PREVENT agenda	I
E	B4. Commitment to professional standards	I
E	B5. Commitment to restorative practice approaches	I