

**Job description**

**Date last reviewed:** November 2016

**Department:** Oxford Brookes International

**Title of post:** Marketing

**Grade of post:**

**Post number:** Work Placement Student

**FT or % P/T:** FT

**Principal location of work:** International Centre

**Immediate line manager:** Ahmed Masoud

**Staff managed:** none

**Qualifications required for post:** A-Level or equivalent, studying for a University degree at a partner university.

**Experience required for post:** To have a well-rounded knowledge for different marketing techniques. Some experience of marketing and communications particularly in the area of e-marketing is desirable

**Overall purpose of post:** To undertake marketing activities for the teams in the department, to deliver a variety of marketing projects for the Exchanges, Marketing, Recruitment and Pathways Teams. These include organising events, producing marketing materials and support for internal communication, events and social media projects.

**Main duties:**

1. **Working with the teams in the department to undertake marketing activities that will include:**
  - a) Production of leaflets and advertising involving: writing copy, sourcing images, interviewing staff and students to produce profiles, working with designers and printers as required.
  - b) Contribute to the development of internal & external communications including: writing content for social media, sourcing images, up-dating the intranet and analysing its use. Providing administrative support for internal communications events
  - c) Up-dating promotional presentations for students' events, including open days & briefing sessions
  - d) Supporting social media campaigns by monitoring and administering social media networks. Working with colleagues to ensure that communications are integrated with other digital activities.
2. **Assisting with day to day administrative tasks for the relevant teams**
3. **Supporting the Head of International Partnerships in gathering data and intelligence of international partnership activities across the university**

4. **Represent OBI to its customers in a polite and helpful manner, promote good communications with university staff, academics, students and visitors (e.g., open days, events and any other activities as required by relevant teams)**
5. **Work with the International Officers to support their follow up with student enquiries generated during fairs**
6. **To be aware of and adhere to University policies and procedures in relation to the use of multi-media.**
7. **Any other duties commensurate with the grade and level of responsibility of this post, for which the post holder has the necessary, experience and/or training.**

## Person specification

### Directorate of Corporate Affairs

**Title of post:** Marketing

<b>Specification</b>	<b>Essential</b>	<b>Desirable</b>
1. Education/Training	To be studying a university degree at a partner university	A marketing related discipline with a focus on e-marketing / e-communications is desirable
2. Relevant Experience	Excellent ability and experience of social media  Work experience in an media-related Environment  Working to deadlines under pressure	Experience of marketing through social media  Familiarity with web content management systems
3. Relevant Skills/Aptitudes	Effective interpersonal skills, including the ability to work effectively independently and as part of a team  Good written and oral communication skills  Knowledge of social networking in a marketing context  Excellent IT skills, including: Microsoft, Excel, databases web & e-mail  Attention to detail & accuracy	Knowledge of international social media networks  Awareness of cultural differences and an ability to modify communications appropriately
4. Special Requirements	Flexible approach to work  Good customer service skills	Good team player who demonstrates initiative with ability to work unsupervised