

RECRUITMENT PACK

This document includes the following information:

- Job Description
- Person Specification
- Additional information

Making an application:

When completing the on-line application form you will be asked to answer questions to help you demonstrate how you meet the requirements of the post. Your answers will be used at the shortlisting and interview stages of the recruitment process. We therefore recommend that you take a copy of this recruitment pack to help with your preparation.

NOTE: You don't have to answer the questions in one attempt, but can save your incomplete application and return to it at another time. You may want to draft your answers using Microsoft Word and then copy your text into the application form. Please be aware that formatting (e.g. underline, bold, bulleting) will be lost in this process. If you are using an Apple product you will need to use an alternative web browser to Safari such as Google Chrome.

- Links to Guidance Notes and Frequently Asked Questions can be found on the Search Results page. These pages will open in a new window.
- **We recommend that you take a copy of this recruitment pack to help with your preparation.**

Our commitment to Equality, Diversity and Inclusion

At Essex our people are at the centre of everything we do and we aspire to build a culture in which every member of the University feels valued and can flourish.

We are committed to equality of opportunity, to being fair and inclusive. We therefore particularly encourage applications from candidates who are likely to be underrepresented in our workforce.

These include people from Black, Asian and Minority Ethnic backgrounds; disabled people and LGBTQ+ people and from women in our grades 9-11 roles.

The [diversity of our community](#) is more than where our staff and students come from. More than 1000 of our staff and students identify as LGBTQ+, more than 1,300 have declared a disability and many members of our community follow a religion or belief.

You can read more about our commitment to Equality, Diversity and Inclusion [here](#).

Our [Strategy](#) sets out how we will do this through the delivery of a fair and supportive working environment for all.

The University of Essex is proud to be part of the Disability Confident scheme and is committed to supporting diversity and equality, representative of our inclusive community. As part of our commitment to this scheme any candidate who has a disability and meets all the essential criteria for the role will be offered an interview. We also work in partnership with national disability organisation [AccessAble](#) who provide detailed online access guides to many of our campus buildings and facilities which you may find useful.

Please note: We are only accepting on-line applications for this post. However, if you have a disability that makes it difficult for you to provide us with information in this way, please contact the Resourcing Team (01206 876559) for help.

Closing Date: 8 November 2026

Interviews are planned for: To be confirmed

Expected start date: To be confirmed

JOB DESCRIPTION – Job ref (REQ10360)

Job Title and Grade:	Marketing Officer (Grade 7)
Contract:	Permanent, Full-time
Hours:	36 hours per week with requirement to work some evenings and some weekends
Salary:	£35,608 - £38,784 per annum
Department/Section:	External Relations
Responsible to:	Director of External Relations
Reports on a day-to-day basis to:	Deputy Director of Marketing and Student Recruitment (Marketing)
Responsible for:	No line management
Purpose of job:	The post holder will be an integral member of the Central Marketing and Student Recruitment team, responsible for the delivery of recruitment marketing plans for undergraduate and postgraduate courses across both UK and international markets. The role will focus on helping departments achieve annual student recruitment and enrolment targets through the development and implementation of multi-channel marketing campaigns across email, social media, advertising, and web platforms. The post holder will create and manage engaging content tailored to prospective student audiences, ensuring all communications align with the University's brand, tone of voice, and accessibility standards. Working collaboratively with colleagues across Advertising, Video Production, Content Marketing, Student Recruitment, and departmental stakeholders, they will contribute to the delivery of integrated campaigns and promotional activities. The role will also involve monitoring campaign performance, analysing data to optimise marketing activity, and supporting the planning and delivery of recruitment events including Open Days, Offer-holder Days, and other ad hoc events through content capture, live social media coverage, and on-the-day promotional support.

Duties of the Post:

Main Duties and Responsibilities

- 1) Deliver marketing project plans aligned with departmental marketing strategies to support student recruitment objectives.
- 2) Create engaging multi-channel marketing content across email, web, advertising, and social media platforms for Undergraduate (UG) and Postgraduate (PG), UK and International prospective students.
- 3) Develop and optimise website course content to ensure accurate, engaging, and up-to-date information is presented to prospective students.
- 4) Collaborate with Communications, Alumni, and Student Services teams to produce compelling content that supports departmental recruitment targets.
- 5) Manage and maintain departmental marketing web pages, ensuring all information is accurate, accessible, and aligned with brand standards.
- 6) Analyse campaign performance data and provide reports to stakeholders demonstrating campaign effectiveness and impact.
- 7) Monitor and analyse student recruitment data to identify priority areas and implement responsive marketing strategies to address fluctuations in student numbers.
- 8) Ensure all marketing content reflects the University's brand voice, visual identity, and accessibility guidelines.
- 9) Proofread and create content for both digital and print marketing materials to ensure consistency, accuracy, and quality.
- 10) Manage multiple marketing projects simultaneously, ensuring deadlines, priorities, and campaign timelines are met effectively.
- 11) Support University events through content capture, live social media coverage, and promotional activity as required.
- 12) Create creative briefs for Design or agency teams.
- 13) Administer purchase orders and assist with basic financial and administrative processes within the Marketing team.
- 14) Undertake additional duties within the scope of the role to support the wider objectives of the Marketing team.

These duties are a guide to the work that the post holder will initially be required to undertake. They may be changed from time to time to meet changing circumstances.

Terms of Appointment:

For a full description of the terms of appointment for this post please visit our [website](#).

PERSON SPECIFICATION

JOB TITLE: Marketing Officer REQ10360

Qualifications /Training

	Essential	Desirable
• A Degree qualification	☒	☐
• Significant experience of delivering marketing campaigns	☒	☐

Skills/Abilities

	Essential	Desirable
• Demonstrable high levels of creativity within a marketing context	☒	☐
• Demonstrable ability to deliver campaign plans on time and to a high standard	☒	☐
• Operating with a high level of autonomy	☒	☐
• Ability to plan workload with the capacity and confidence to revise priorities where necessary	☒	☐
• Excellent time management and stakeholder management skills	☒	☐
• Proven ability to think creatively and analytically	☒	☐
• A proactive, energetic, customer focused and results oriented approach	☒	☐
• Excellent written English and proofreading abilities	☒	☐
• Excellent interpersonal and communication skills	☒	☐
• Excellent organisational skills, including the ability to handle multiple priorities and tight deadlines	☒	☐
• Ability to analyse data to inform campaign direction and report on campaign performance	☒	☐
• Ability to inspire colleagues and deliver campaigns that put UoE as the University to choose	☒	☐

Other

	Essential	Desirable
▪ Ability to meet the requirements of UK 'right to work' legislation*	☒	☐
▪ Willingness to work flexibly to support key recruitment activities (including 4 x Saturday events)	☒	☐

* In accordance with Home Office guidance and the Asylum, Immigration and Nationality Act 2006 the University of Essex has a responsibility to ensure all employees are eligible to work in the UK. Prior to commencing employment, the successful candidate will be asked to provide documentary evidence to this effect. For those who do not have a right to work in the UK, the University is a UKVI licensed sponsor and may be able to provide sponsorship to successful candidates who are offered skilled roles and meet the eligibility criteria. Further information about UK immigration requirements and working in the UK can be found on the Home Office website www.gov.uk/skilled-worker-visa

ADDITIONAL INFORMATION

External Relations

You can find more information about the department on our website:

<https://www.essex.ac.uk/staff/professional-services> -

General information

Full time – 36 hours per week.

Informal enquiries may be made to Claire Clilverd – Deputy Director of Marketing and Student Recruitment (Marketing) (cc23775@essex.ac.uk). However, all applications must be made online.

At the time of a job offer, the possibility of hybrid working, will be discussed and considered on an individual basis, but you will be required to be based within the UK.

Our Strategy

Please find a link to the University of Essex Strategy webpages below:

<https://www.essex.ac.uk/about/university-strategy>

Pay and benefits

We advertise our salaries on a range to indicate the trajectory of progression that can be made. Appointments are usually made at the start of the salary range. The university salary structure includes automatic pay progression within the published grades, subject to service and performance. In addition to this, there are performance related annual pay review schemes in place.

As an employer we offer a range of benefits and a commitment to career development and equal opportunities in an environment that both reflects and creates a rich interaction of people, disciplines and ideas.

- Pension scheme
- Generous holiday entitlement
- Competitive salaries
- Training and development
- Family friendly policies
- On campus childcare facilities, for more information visit www.wivenhoeparkdaynursery.co.uk
- Relocation support package for qualifying staff
- Interest free season ticket loan
- Range of optional salary exchange tax benefits (pension and bicycle schemes)

Staff communities, networks and forums

We are proud to have a number of [staff Networks](#) including: [Access Forum](#), [Black Asian and Minority Ethnic community Staff Forum](#), [Essex Women's Network](#), [Global Forum](#), [LGBTQ+ and Allies Community](#) and [Parent's Support Network](#).

Our Colchester campus based [Faith Centre](#) hosts regular services, meetings and events organised by our chaplains and faith representatives.

This document is produced by:

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