

JOB DESCRIPTION

Job title:	Marketing Operations Coordinator
Grade:	This post has been evaluated at Grade 4
Responsible to:	Director of Brand Communications
Date:	July 2015
Job purpose	Provides support, partnership and project coordination across the marketing disciplines to enable effective and cohesive alignment of department objectives. Critical to achieving this aim is to develop and maintain strong administrative systems and processes to support with the wider Brand Communications strategy on time to budget. Acts as a key coordinator and superuser/trainer of the team's CRM system

Health and safety at Falmouth University

The University takes health and safety matters very seriously. All staff have a responsibility to take reasonable care for the health and safety of themselves and others who may be affected by their actions and omissions. They also have a duty to comply with the University's arrangements for health and safety. Staff with responsibility for others must ensure the proper enactment of University policy within their areas in line with levels of responsibility set out in the University's Health and Safety Policy.

Main duties and responsibilities

1. Responsible for identifying cross-functional, high impact, collaboration opportunities which can be used to recommend to the Director of Brand Communications improvements in efficiency and lead to a better, simpler or cheaper use of resources and processes.
2. Trains and assists staff in the use of the CRM system and is a primary point of contact for other teams and departments regarding CRM. Compiles reports on CRM usage and metrics in conjunction with the MIDA team for Director and VCEG.
3. Coordinates and cohesively oversees the shared operational activities for the overall Brand Communications department as required.

4. Work independently to initiate the development and maintenance of departmental administrative systems using available software as appropriate and providing administrative support when required including and not limited to; timely delivery of reports, coordination and analysis of benchmarking activities and data bases, scheduling, arranging and facilitating meetings.
5. Maintain the institutional memory of the department by creating and maintaining a shared knowledge portal and central repository of best practices.
6. Lead change and provides a consistent and repeatable process for use by the Brand Communications department to quickly adapt and respond to changing business conditions.
7. Collaborates closely with the Director of Brand Communication and Heads of marketing disciplines to ensure the department aims, objectives and work in progress stay aligned with all key stakeholders both internal and external. This includes but is not limited to; connecting, communicating, and establishing a knowledge base of information about these groups, sharing insights with the Marketing leadership.
8. Conducts regular Marketing Operations Reviews with departmental leaders to ensure department aims and objectives meets the overall strategy; in line with tactics and effective resource allocation.
9. In collaboration with the Director of Brand Communications set up, and independently maintain a department dashboard.
10. Budget and procurement management as directed by the Director of Brand Communications.
11. Work on projects related to new areas of marketing development as required.

General duties and responsibilities

1. To work within and actively support the equality and diversity policies and practices of Falmouth University.
2. To notify a more senior member of staff of any errors or concerns at the earliest opportunity.
3. To participate in the annual Performance Development Review process.
4. To ensure that the university's cross-cutting themes of partnership, equality and diversity and sustainability inform all activity related to the role.
5. To ensure communications systems and practices support effective management arrangements and promote good relations with staff and students.

6. To work within a framework of effective governance, ensuring compliance with relevant regulations, legislation/policies and procedures.
7. To be responsible for your own continuing self-development.
8. To undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the University's business without altering the nature or level of responsibility involved.

Health & safety requirements

In relation to health and safety, you are responsible for ensuring that:

- You comply with safe systems of work in operation within your work area.
- You work co-operatively with other staff who have responsibility for health and safety requirements.
- You report any health and safety concerns to your manager or other responsible member of staff as soon as these are identified.
- You attend training as appropriate to your role (see the relevant health and safety training grid for requirements).
- You may be required to undertake duties as a first aider (for which a separate allowance is paid).

PERSON SPECIFICATION

Job title: Marketing Operations Coordinator

Attributes	Essential requirements	Desirable requirements
Education and qualifications	Good under graduate degree or equivalent professional qualification or equivalent relevant experience	Post graduate qualification in Communications, Marketing or related discipline
Experience and knowledge	<p>Recent and relevant substantial experience in a marketing operations/administration role, some of which should ideally have been gained within an HE environment.</p> <p>Experience in budget management and procurement procedures.</p> <p>Demonstrable experience of working across functions and with a range of stakeholders on all levels</p> <p>Excellent working knowledge of MS office skills.</p>	Knowledge of Adobe and other design related software.
Skills and personal requirements	<p>Able to work on own initiative and as part of a team</p> <p>Excellent written and verbal skills</p> <p>Can influence and negotiate on all levels.</p> <p>Ability to collate and disseminate large volumes of information.</p> <p>Able to work on a range of objectives and projects simultaneously.</p> <p>Excellent planning and organisation skills</p> <p>A willingness to vary working hours according to the workload.</p>	