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## THE POST

**School/Service:** The University of Exeter Business School  
(<http://business-school.exeter.ac.uk/>)

**Post:** Marketing Assistant

**Reference No:** P40924

**Grade:** C

**Reporting To:** Marketing and Communications Officer

The above permanent post is available immediately in the University of Exeter Business School.

## Job Description

### Main purpose of the job:

- To administrate the enquiries to the Business School
- To assist the Marketing Team with the administration of projects and to assist with the planning and organisation of open days and other recruitment events

### Enquiries

1. To assist with the management of admissions based enquiries to The Business School
2. To act as a first point of contact for all applicants to the School; ensure that communications made to applicants are effective at all levels to pro-actively work with the Marketing Team to 'keep students warm' once they have been made an offer so that applicants are more likely to take up their place
3. Handling enquiries from prospective students, companies, current students and alumni. Advise prospective students about courses and their suitability

### Student Recruitment

1. Assist with the management and administration of Offer-Holder visit Days, Open Days and Visit Days by:
  - Contributing to the planning and organisation of Offer-Holder visit Days, Open Days and Visit Days
  - To attend Offer-Holder Visit Days, Open Days and other Visit Days as arranged
  - Administering the Offer-Holder Visit Day Management site by uploading information and documents, monitoring attendance numbers, altering in discussion with the Marketing and Communications Officer, downloading attendance spreadsheets for e-mail contact and registers
  - Administering the room bookings and catering requirements
  - Raising requisitions where required
  - Administering the recruitment, activities and payment of The Business School Ambassadors for Open Days and other marketing related activities. Advertising for ambassadors, issuing application forms, arranging interviews and presentations, monitoring the budget
  - Preparing schedules and itineraries for the Offer-Holder Visit Day/Open Days and other Visit Days

- Assisting the Marketing and Communications Officer with communications by responding to enquiries, sending reminder and follow-up e-mails to participants and attendees
  - Assisting with assembling, collating and preparing information and packs
2. Working on follow-up communications to enquirers generated through external activities such as fairs and advertising
  3. Booking of travel arrangements for international recruitment activities
  4. Arranging individual visits and meeting prospective students as required
  5. Responding to enquiry e-mails and telephone calls

#### Marketing responsibilities:

1. Update and maintain the photographic library
2. Maintain and update a record of all external web based profiles and ensure that these are updated annually as required
3. Book and organise staff and student photography
4. Deliver and distribute prospectuses and other materials as directed both internally and externally
5. Staff profiles database maintenance
6. Merchandise selection and ordering
7. Supply of marketing collateral, including stands, internally
8. Keep room numbers up to date on the website
9. To order stationery, maintaining adequate supplies, and ensuring that the cupboard is tidy and items easily accessible
10. To contribute to The Marketing Team meetings and planning processes

#### General Administration

All Business School Services staff are expected to support and develop the School's objectives by providing high quality professional services to students, staff, visitors and clients as effectively and efficiently as possible within our available resources. All staff are expected to:

1. Take a proactive approach to understanding our customers and how we can best meet their needs
2. Work together in a mutually supportive way and towards shared priorities
3. demonstrate understanding of leadership for sound Education for Sustainability practices
4. Have awareness of responsibilities in relation to the universities environmental sustainability policy
5. Take shared responsibility for the smooth operation of the School's administrative processes
6. Assist at School wide events where required
7. Respond to enquiries (in person, by telephone or email) from staff, students and visitors in a professional and customer-focused manner
8. Provide cover and support for colleagues and teams within the School, during peak periods, holidays or illness
9. Undertake other duties and projects as may be reasonably required by the Head of Marketing in accordance with the grade of the post

This job description summarises the main duties and accountabilities of the post and is not comprehensive: the post-holder may be required to undertake other duties of similar level and responsibility.

### Other duties

To develop a knowledge of the aims and activities of other divisions within the Business School.

To undertake such other duties as may be required from time to time in furtherance of the work of the Business School.

The successful post holders will, from time to time, be required to be flexible regarding working hours, but this will not be a regular occurrence and time in lieu will be awarded as agreed by the post holder and line manager.

### Working relationships:

- Associate Dean of Education
- Heads of Education and Student Services
- Head of Marketing
- Admissions Officer
- Admissions Tutors/Programme Directors
- College Manager/Dean /SEMG/Programme and Discipline Directors/ Academic Staff/Academic Services Manager
- Staff from other Schools
- Marketing Team
- Central Admissions Team
- International Office
- Accommodation Office
- Registry
- Student applicants and offer holders

### Reporting structures

Line managed and reporting to the Marketing and Communications Officer. Within the School, the post holder will sit within the Marketing team.

**Person Specification:**

The successful candidate will need to demonstrate:

<b>Competency</b>	<b>Essential</b>	<b>Desirable</b>
Attainments and qualifications	A good standard of education including GCSE passes in English and Maths at a minimum grade C or NVQ2 equivalent	Educated to A Level standard or Level 4 equivalent
Prior experience	Previous recent experience in a similar office administrative role  Customer Service and experience of dealing with enquiries from the general public	Experience of HE within the UK  Experience of organising events
Skills and understanding	Exceptional interpersonal skills and ability to deal confidently and professionally with customers  Excellent IT skills including proficiency in MS office and web based programmes. Fast and accurate database inputting skills and maintaining and using a database for retrieval of information.  Outstanding email, face to face and telephone communications  Ability to perform mail merges using Microsoft Word  Experience of updating a database by importing records from many different sources  Demonstrate ability to work to precision and accuracy in communications and numeracy  Excellent organisational skills, including ability to prioritise tasks and work to deadlines  Ability to take appropriate initiative and work reliably without constant supervision  A flexible approach and a willingness to be helpful at all times  An understanding of how to operate in a highly confidential environment  Willingness to undertake training as required	An understanding of customer relationship management when used for managing large numbers of clients  Ability to handle complex enquiries
Other skills and attributes	Experience of working in a team to deliver to multiple objectives  Have ability to acquire specialist knowledge about the School's programmes.  A strong team player	

## **Additional Information Relating to the Post**

### **Salary**

The starting salary will be from £15,151 up to £17,329 depending on qualifications and experience

An increment will be payable on 1 August each year until the top of the scale is reached (subject to being in post for 6 months and satisfactory performance). The scale will be subject to a cost of living review each year.

### **Hours of work**

Hours of work will be 36.5 hours per week (full-time).

### **Overtime**

When overtime is worked, by prior arrangement with your Manager time off in lieu will be given or (provided you have worked more than 36.5 hours) will be paid at time-and-a-half.

### **Annual Leave**

The annual leave entitlement for full-time appointments is 39 days (pro rata for part-time appointments) – see our website <http://www.admin.ex.ac.uk/personnel/leave.shtml> for more information.)

### **Probationary Period**

The appointment will normally be subject to a probationary period of one year.

### **References & Medical Clearance**

All appointments are subject to satisfactory reference and medical checks and individuals will be required to complete a medical assessment form before appointment is confirmed. Applicants should note that the University normally contacts referees for short-listed applicants without further advice to applicants. When advising of referees, if they are resident overseas, please ensure you supply fax numbers and/or email addresses enabling us to contact them (if necessary) without delay.

### **Right to Work in the United Kingdom**

If you do not have the right to work in the UK, this appointment will be subject to you obtaining a tier 1 visa.

For further information, see the links to the UK Border Agency and UK Visas websites at <http://www.exeter.ac.uk/working/new/international/>). In particular you are encouraged to undertake a self assessment of your eligibility to work in the UK using the link to [www.ukba.homeoffice.gov.uk/pointscalculator](http://www.ukba.homeoffice.gov.uk/pointscalculator).

### **Terms & Conditions**

The Terms and Conditions of Employment can be viewed on line by visiting <http://www.exeter.ac.uk/staff/employment/conditions/terms/>

### **Pensions**

Membership of the University of Exeter Retirement Benefits Scheme (ERBS) is automatic provided that you meet the qualifying criteria for membership.

The ERBS is a contracted-out scheme and the employee's contribution is 6.25% of gross salary; the University, as your employer, contributes such sums as will be required to maintain the full benefits of the scheme. This scheme is a Career Average Revalued Earnings scheme, for further information please visit <http://admin.exeter.ac.uk/personnel/pensions>. You may opt out of the scheme: if you wish to do so, you should contact the Pensions Manager, Mrs Alison Rose (01392 263088/email [a.j.rose@exeter.ac.uk](mailto:a.j.rose@exeter.ac.uk)) for further information and to complete the necessary documentation.

The University now operates a Pension Salary Exchange scheme. Under the rules of the scheme, new employees who become members of the pension scheme become eligible to participate in Pension Salary Exchange after three full calendar months of employment. You will automatically participate in the Pension Salary Exchange scheme from the 1st of the month following this date. However, you also have the right to opt-out of Pension Salary Exchange at any time up to the completion of three full calendar months of employment. In the event that you do not wish to participate in Pension Salary Exchange, you should request an opt-out form by contacting the Pensions Office on extension 3088 (or email [a.j.rose@exeter.ac.uk](mailto:a.j.rose@exeter.ac.uk)).

Further information about Pension Salary Exchange is available from the Human Resources website [www.admin.exeter.ac.uk/personnel](http://www.admin.exeter.ac.uk/personnel) or from the Pensions Office.

**Short-listing Information**

We will acknowledge your application by email. The University of Exeter recognises the time and effort taken to apply for a position and will contact you by email to inform you of results of shortlisting

**Application Procedure and Interview Information**

The closing date for completed applications is midnight on Sunday 04 November.

Applicants are invited to apply on-line via our e-recruitment system. This can be found at [www.exeter.ac.uk/jobs](http://www.exeter.ac.uk/jobs) . Please quote reference number **P40924** in any correspondence.

**Data Protection Act (1998)**

The information contained within your application is being requested to enable the University to make employment decisions and meet statutory obligations. Any information provided to the University in this context will be treated confidentially and used only by manager(s), member of the University, Human Resources, Superannuation and Payroll during the course of your employment. Where the application relates to a post which is externally funded this information may be passed onto the relevant funding body.