

MARKETING AND BUSINESS RELATIONSHIP EXECUTIVE

Norwich Business School

Faculty of Social Sciences

SC4879

CANDIDATE BROCHURE



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WHAT MAKES UEA SO SPECIAL?

The University of East Anglia is a publicly funded major UK research and teaching university. It was built to embody a radical new vision for higher education, where interdisciplinarity is crucial and excellence in both research and teaching is valued. UEA consistently ranks within the top quarter of universities in the UK for the quality of research and teaching.

As a major regional employer and cultural centre, we take our regional civic responsibilities very seriously and have kept our sights on the people and place we call home. In fact, we launched our University Civic Charter in October 2023; created from in-depth community engagement, renewing our commitment to the region as part of our 60th anniversary.

There are many things which make UEA special, not least of which is the community of staff and students that work and study here. UEA includes three Nobel prize winners, including Sir Paul Nurse and Sir Michael Houghton, and many fellows of the Royal Society and British Academy amongst our alumni and current staff.

Our campus is home to Sir Denys Lasdun's iconic brutalist architecture set in hundreds of acres of beautiful country park that includes a large broad (lake). In the spirit of Lasdun's ambition to inspire an anatomy of ideas, today, UEA is tackling some of the key challenges of the changing world. UEA's research combines disciplines and breaks new boundaries across its priority

research themes of climate, creative and health.

UEA is the place where global warming was first documented. Since the 1970s, UEA's Climatic Research Unit, and more recently Tyndall Centre for Climate Change (Headquarters hosted at UEA), have played a pivotal role in developing temperature records and climate models, contributing to the understanding of climate change, and informing global policy. Many UEA scientists have played significant roles in the Intergovernmental Panel for Climate Change (IPCC), which was jointly awarded the 2007 Nobel Peace Prize for its efforts to increase public knowledge of anthropogenic climate change. Environmental Science and Global Studies at UEA continue to be a major powerhouse for research and teaching.

UEA is widely regarded as a pioneer in creative writing, having established the UK's first Creative Writing Masters programme in 1970. This renowned programme has since attracted and produced numerous successful writers, including Booker Prize winners such as Ian McEwan and Anne Enright, and Nobel Prize Winner Sir Kazuo Ishiguro. In recent years, UEA academics have played a pivotal role in the discovery and presentation of the Gloucester Royal shipwreck (Norfolk's Mary Rose). Our iconic Sainsbury Centre for Visual Arts is a major museum and arts research facility.



Health research at UEA not only embraces the Faculty of Medicine and Health but draws in research from both social and natural sciences. Research under this theme has made major contributions in the fields of healthy ageing, epidemiology and involving citizens (via our innovative Citizens' Academy) in improving health care outcomes. This theme benefits from close association with the other major research institutes on the Norwich Research Park; notably the Norfolk and Norwich University Hospital and the Quadram Institute. The Norwich Cancer Research Network, and Norfolk Institute for Healthy Ageing, are examples of key mechanisms for delivery of real impact from health research at UEA.

UEA has been a major success over the last 60 years and looks forward with confidence to the next 60 years.

For an informal discussion about the post please contact Ollie Carlisle, School Manager via o.carlisle@uea.ac.uk.

UEA is part of the Norwich Research Park

Norwich Research Park (NRP) membership locates UEA in one of the largest concentrations of research institutes in the whole of Europe – four independent internationally-renowned research institutes: John Innes Centre, Quadram Institute, Earlham Institute and The Sainsbury Laboratory; with the University of East Anglia and Norfolk and Norwich University Hospitals NHS Foundation Trust, supported and funded by The John Innes Foundation, The Gatsby Foundation, and UKRI Biotechnology and Biological Sciences Research Council.

The NRP provides an ideal environment for collaborative use of infrastructure and facilities, with a single portal for academics and businesses to access the specialist facilities across the Park.

The Enterprise Centre is a regional business, knowledge and innovation hub, with workspace provision and supports over 80 businesses working alongside UEA staff and students in a dynamic and vibrant entrepreneurial community. On the wider NRP, there are dedicated laboratory and office spaces in the Innovation Centre and Centrum hosting over 600 staff within a total of 115 businesses and spinouts.



THE ROLE

As part of the Faculty Professional Services team, embedded in the Norwich Business School, you will be responsible for managing, developing and supporting a wide range of marketing and employability activities and campaigns, targeted at undergraduate, postgraduate, MBA and Continuing Professional Development course recruitment for the School. You will work closely with colleagues in the School, Faculty and UEA's central Marketing team and will develop and maintain a network of strong relationships with regional and national businesses to enhance Norwich Business School student recruitment and employability.

KEY RESPONSIBILITIES

- Plan and project manage marketing activity, communications and campaigns for Norwich Business School's undergraduate, postgraduate, MBA and CPD courses, liaising with academic staff, UEA's central marketing division and external agencies as required.
- Plan and coordinate the production of marketing and promotional content, copy and materials to support Norwich Business School marketing and employability activities including videos, leaflets, newsletters, brochures, blog posts, general web content, interviews and case studies.
- Work with external agencies in developing effective digital marketing campaigns for the School.
- Develop and enhance the School's social media plan, encompassing student recruitment and business relationships, providing guidance and leadership to the School Administrator in this aspect.
- Work with the UEA Press team to gain the best media coverage for the activities of the School and academic staff linked to the School, gathering key information and preparing content for press releases and other communications.
- Foster relationships with key businesses to promote Norwich Business School products, courses and activities and to enhance the School's graduate employability.
- Run and develop the School's business network groups (including our Business Breakfast events and School Advisory Board). Coordinating activities, promoting and proactively bring forward ideas for new initiatives and developing these networks.
- Develop and maintain an effective way for the School to manage its business contacts.
- Lead on events and initiatives to enhance the employability of Norwich Business School students. Including project management and coordination of the School's Graduate Jobs Programme, Employability Week, Skills Series and other activities across the year.
- Work closely with academic staff and UEA's Alumni team to develop proposals to effectively involve School alumni in marketing and employability activities.
- Monitor market trends and competitor activity as regards marketing, business links and employability. Investigate opportunities, including those which utilise Norwich Business School's business connections, to develop initiatives to support student employability and recruitment across all courses.
- Work with UEA Digital team to enhance and develop the content of the School's external web pages.

THE ROLE (CONTINUED)

- Line management of the School Administrator, including recruitment, induction, day to day supervision, performance monitoring, workload planning, day to day guidance and the identification of training and development needs.
- Monitor the School's marketing, employability, and business engagement budgets in liaison with the School Manager and exercise budgetary control under direction from the School Manager.
- Oversee and coordinate the development and management of efficient and effective administrative systems and processes.
- To abide by the provisions of Data Protection legislation in the handling of applicant, student, alumni and other personal and business data. Ensure adherence to University financial regulations in purchasing and expenditure, e.g. the ordering of goods and services, travel and hospitality.
- Undertake any other duties as required by the School Manager or Senior Faculty Manager commensurate with the grade of the post.

THE PERSON

EDUCATION, EXPERIENCE AND ACHIEVEMENTS

- Two A levels at Grades A-E and five GCSEs at Grades A-C (including Mathematics and English), or equivalent qualification or experience (E)
- Experience of managing activities and prioritising workloads to meet deadlines (E)
- Experience of working in a marketing role (E)
- Experience of supporting teams to deliver objectives (E)
- Experience of working in collaboration with external partners (E)
- Experience of B2B business development and networking events (E)
- Experience of proactive targeting of potential partners (E)
- Experience of working to budget (E)
- Experience of digital marketing content and campaigns including digital media, social media and use of content management systems (E)
- Experience of working within an organisation's branding guidelines (E)
- Experience of presenting to stakeholders (E)

- Suitable marketing qualification (D)
- Education to degree level or equivalent experience (D)
- Experience of marketing within the Higher Education sector (D)
- Experience of Adobe Creative Suite (D)
- Established links with business networks in Norfolk and Suffolk (D)

SKILLS AND KNOWLEDGE

- Proven competency in IT skills (Word, Excel, e-mail, Teams and databases) including knowledge of/or skilled use of web authoring packages (E)
- Numerate and understand budget constraints (E)
- Experience of researching, gathering and processing information in order to recommend appropriate action (E)
- Proven interpersonal customer service skills (E)
- Excellent copywriting skills (E)
- Excellent oral and written communication skills (E)
- Knowledge and use of social media for marketing purposes (D)

PERSONAL ATTRIBUTES

- Organised and methodical (E)
- Self-motivated, ability to work independently as well as part of a wider team (E)
- Ability to use own initiative and resolve problems (E)
- Willingness to be flexible by undertaking additional duties and working to tight deadlines when needed (E)
- Willingness to undertake further training and learn new IT and other skills (E)
- Ability to understand activities of the post in a wider University and Professional context (D)

SPECIAL CIRCUMSTANCES

- Some working outside of usual office hours will be required and travel for attendance at marketing events (E)
- The post holder will be expected to work at University recruitment events (E)

Essential Requirements (E) are those, without which, a candidate would not be able to do the job.

Desirable Requirements (D) are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

FURTHER INFORMATION

The post is available immediately on a full-time basis for a fixed term period of 6 months.

This temporary post is available to cover for the absence of the postholder on maternity/adoption leave. The appointment will be terminated (with four weeks' notice) at the end of the week immediately preceding the return of the postholder from maternity/adoption leave.

Salary will be £31,236 to £37,694 per annum on Grade 6 on the single salary spine.

Place of Work - The University is strongly committed to providing an excellent student experience and research environment, and it is expected that all staff will be available on campus to carry out their duties during their working week in support of these goals. We have a hybrid-working policy which supports a mix of at home and on campus 'hybrid' working for many roles. For the majority of hybrid roles, the expectation is a minimum of 60% of working time will be spent physically present in the workplace.

The flexibility of the hybrid-working policy allows the possibility of some remote working, but it is the expectation that all appointments will be UK based, with any overseas working agreed in advance by exception only.

If successful you will be asked to show evidence of right to work in the UK prior to any formal offer being made. Non-British and non-Irish nationals entering the UK to undertake employment or who are currently in the UK will have to meet eligibility criteria under the points-based immigration system. The University may be able to provide sponsorship under the Skilled Worker route if relevant criteria are met. Please note, due to the complexities of the immigration system, Skilled Worker visa sponsorship is not guaranteed for every role. If you would like further information about whether this role is eligible for visa sponsorship, please contact staff.visacompliance@uea.ac.uk

The post is superannuable under the Group Personal Pension and there is an annual holiday entitlement of 25 days plus statutory (8 days) and customary (6 days) holidays, pro rata for part-time. The University is committed to creating an environment where the health, welfare and safety of all students and staff is of paramount importance. The University's Safeguarding Policy addresses both child protection and safeguarding children, young people and vulnerable adults within the work of the University. Appointment will be subject to satisfactory pre-employment checks, which may include an Occupational Health assessment.

Information on the benefits of working at UEA can be found at <https://www.uea.ac.uk/about/working-at-uea>.

If you require the information contained within this candidate brochure in a different format please email staff.recruitment@uea.ac.uk

HOW TO APPLY

To apply for this vacancy, please follow the online instructions at: <https://vacancies.uea.ac.uk>

The closing date for this role is 11:59pm on **27 October 2025**.

It is anticipated that interviews will take place on **5 November 2025** and we will inform you of the outcome of your application prior to this date.

Candidates should note that travel and incidental expenses incurred in attending an in-person interview will not be reimbursed.

ABOUT THE SCHOOL

The University of East Anglia's Business School stands out as a premier institution in the UK, renowned for its teaching and research excellence on a global scale. Our commitment to quality is evident in our top rankings, 14th overall in the REF2021 exercise and 93% of our outputs ranked as world leading or internationally excellent. We consistently feature in the UK top rankings for various business subjects, including Accounting and Finance (24th Complete University Guide 2025), Marketing (15th Complete University Guide 2025) and Business and Management Studies (29th Complete University Guide 2025).

Offering a diverse range of postgraduate programs, we attract students from around the world to explore contemporary business and management developments. Our executive and professional education programs, such as the AMBA accredited MBA, industry led MSc in Brand Leadership and nationally recognized Help to Grow Programme, cater to professionals seeking to advance their careers.

Collaborating closely with industry leaders, our Business School fosters a dynamic environment for research and innovation. Our partnerships with large and small employers enrich our curriculum, ensuring our students are equipped with practical skills and knowledge.

As an integral part of the University of East Anglia, we align our efforts with the university's mission to address societal concerns. By working with key stakeholders including policymakers, businesses, and third sector organizations, we leverage our expertise in areas like health and wellbeing, competition policy, and environmental sustainability to make a meaningful impact.

Since our establishment in 1995, we've cultivated a truly global community with over 100 internationally recognized academics and business experts. Our seven subject groups encompass a wide spectrum of disciplines, reflecting our commitment to interdisciplinary collaboration: Accounting and Quantitative Methods, Business Regulation, Employment Systems and Institutions, Finance, Innovation, Technology and Operations Management, Marketing, Strategy and Entrepreneurship.

Our mission is clear: to provide outstanding student learning and conduct world-class research that informs business, management, and policy thinking. We aspire to nurture world-class talent capable of transforming business and management practices, shaping the future of our society.



ABOUT THE FACULTY

The Faculty of Social Sciences is a vibrant and stimulating environment, which is home to seven Schools of study at the forefront of teaching and research in a range of social science and professional subjects:

- School of Economics (ECO)
- School of Education and Lifelong Learning (EDU)
- School of Global Development (DEV)
- UEA Law School (LAW)
- Norwich Business School (NBS)
- School of Social Work and Sociology (SWK & SOL)
- School of Psychology (PSY)

As a Faculty we:

- Provide high-quality learning and teaching, and postgraduate training, aimed at developing critical reasoning skills and employability
- Generate research and scholarship across disciplines that not only contribute to the development of disciplines themselves, but also produces socially useful new knowledge
- Put enterprise and engagement, locally and globally, at the heart of our mission





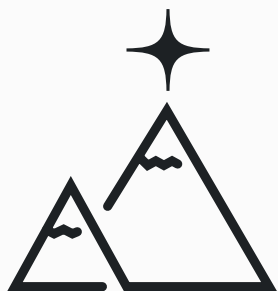
OUR VALUES

Shaped by staff, our UEA values represent a core set of standards for how we behave as an employer, drive excellence in teaching, learning and research, and collaborate as an anchor institution in our local community.

From tackling global challenges, striving for student and staff success, and creating a vibrant inclusive environment, our values are what unite us.

- ✦ AMBITION
- ✦ COLLABORATION
- ✦ EMPOWERMENT
- ✦ RESPECT

OUR VALUES (CONTINUED)



AMBITION

We are ambitious for our future success.

We are forward-thinking and brave in our approach and decisions. We make space for innovation and creativity, seizing opportunities that are responsible and sustainable. We are ambitious for the advancement of education and research.



COLLABORATION

We are collaborative in our approach.

We work together with shared purpose. We build connections, share ideas and develop new networks. We champion our regional, national and global relationships and demonstrate that together we can achieve greater goals and positively influence the world around us.



EMPOWERMENT

We empower ourselves and each other.

We develop ourselves and others, trusting people to make decisions based on their expertise and knowledge. We continually improve systems and processes to support us in working in an agile and efficient way.



RESPECT

We respect each other.

We treat everyone with respect and dignity. We value diversity and foster a community where people can express different thoughts and views. We are open to challenge, so we can learn and improve. We encourage a positive, inclusive environment where everyone has opportunities to fulfil their potential.

ACCOLADES

- Queen's Anniversary Prizes for Higher and Further Education have been awarded to UEA for international development studies (2009), creative writing (2011) and environmental sciences (2017). Notable alumni include Sir Paul Nurse (1973, Nobel Prize for Medicine 2001), Sir Kazuo Ishiguro (1980, Nobel Prize for Literature 2017), Sir Michael Houghton (1972, Nobel Prize for Medicine 2020) and Sarah Gilbert (1983) who led the Oxford University team to develop a COVID-19 vaccine, approved in 2020.
- Our Doctoral College, established in 2018, hosts six Doctoral Training Partnerships and integrates Faculty and School provision for 1600 Postgraduate Research Students (including those from across the Norwich Research Park), enabling collaboration and innovation.
- We recognise our global impact and were one of the first universities to declare a climate and biodiversity emergency in June 2019. Our sustainable campus, including over 50 acres of environmentally valuable parkland, is constantly evolving with ambitions to be 100% net zero by 2045 or sooner.
- UEA is a University of Sanctuary, an accreditation given to universities that show an ongoing commitment to creating a welcoming culture of inclusivity and awareness.
- UEA was awarded the Silver Athena SWAN Award in 2019, and all our Schools hold awards at Bronze or Silver.

A vibrant place to study, learn and work, UEA is a very special place.



A SUSTAINABLE UNIVERSITY

At UEA, we are now working to create a university that will be even better in the future, and we are working to achieve net zero carbon by 2045 (or earlier). Our Sustainable Ways vision is one of a resilient university – where consumption is efficient and self-generated energy supports low carbon goals, supported by a vibrant community of world-leading researchers and inspired graduates.

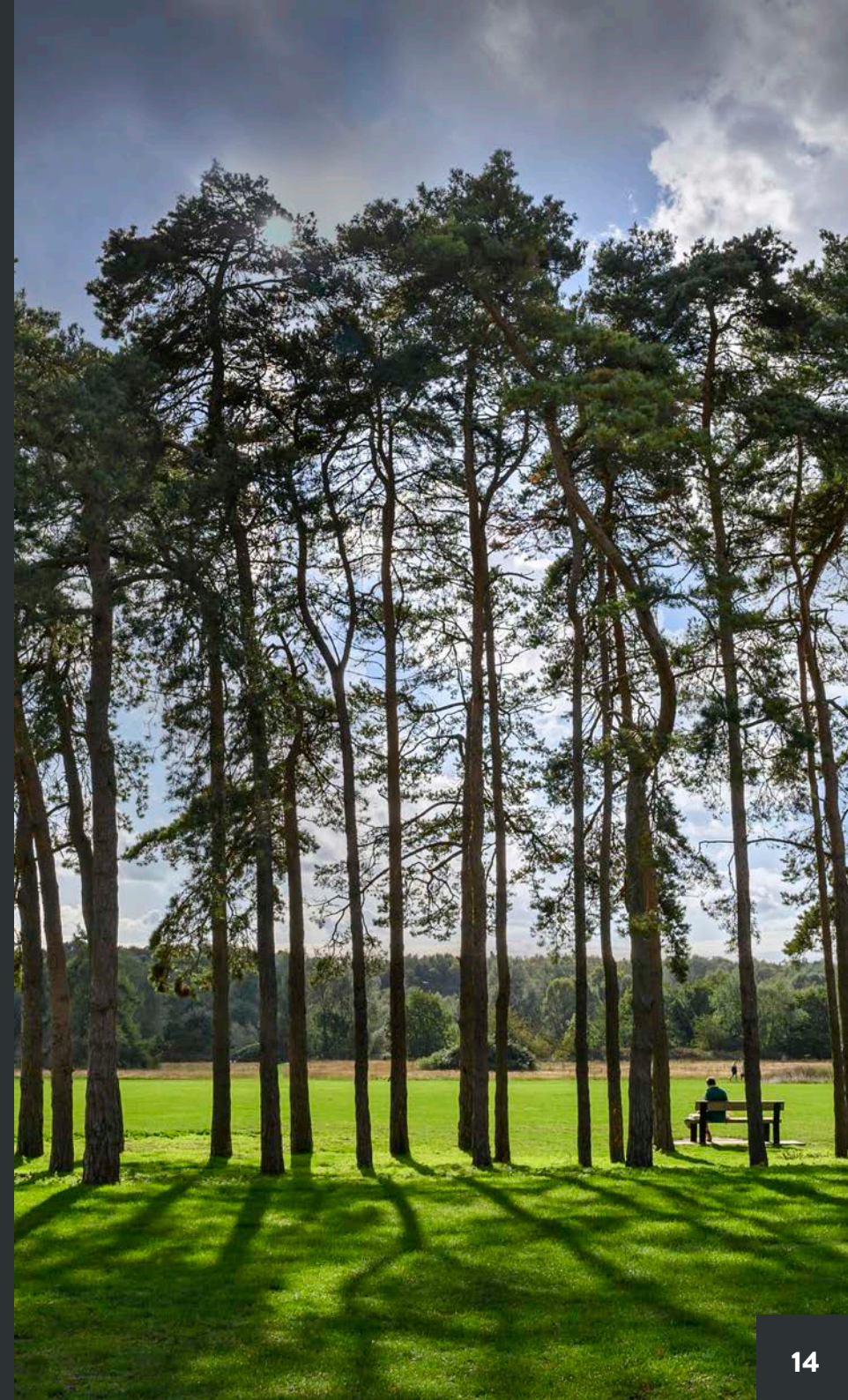
At a basic level, our sustainable development means that we try to balance the ‘three pillars’ of environmental, economic and social elements.

We challenge our environmental impact through on-site energy generation and a district heating and cooling network, reducing our reliance on grid electricity and therefore fossil fuels. We promote and use recycled and ‘eco’ products such as biological cleaning materials. We champion local suppliers and ethical causes, including Fairtrade and vegan products. We seek to ensure value for money in a holistic, whole-life costing sense in our new buildings and procurement contracts.

OUR INITIATIVES

Central campaigns, such as holiday shut-downs or awareness day events, support a whole-University approach to energy saving and other initiatives.

Follow us on X [@SustainableUEA](https://twitter.com/SustainableUEA)



OUR CAMPUS

UEA is based on a campus that provides top quality academic, social and cultural facilities to over 17,000 students.

Although located in 320 acres of rolling parkland, virtually no part of the campus is more than a few minutes' walk from anywhere else, so everything is close at hand – the library, nursery, health centre, supermarket (incorporating a post office) and restaurants. Amongst the striking buildings is the UEA's Sainsbury Centre for Visual Arts, which contains the Robert and Lisa Sainsbury Collection – one of the greatest art collections formed in Europe during the 20th Century.

The University has invested in new learning and teaching and research spaces, including a celebrated new Enterprise Centre that underpins its commitment to promoting student enterprise and entrepreneurship.

Sport and Recreation plays a major part in the life of the University of East Anglia, centred around the major Sportspark facility which is one of the most successful community sport facilities in the UK. This accessible and affordable facility provides a diverse range of activities, and incorporates a 50m Olympic size swimming pool, indoor climbing wall, coaching resource centre and sports injury clinic.



NORWICH

A CITY OF STORIES

The city's motto is 'A fine city' and its strong cultural heritage has seen Norwich maintain the best of its historical character whilst developing to become one of the most vibrant and attractive cities in Europe. Norwich offers miles of riverside walks and cycle ways, and a unique collection of 1930s parks. The city is surrounded by beautiful countryside and within easy reach of the stunning Norfolk coast.

Norwich is a UNESCO World city of Literature, the first in the UK, as well as being one of the newly named Tech Cities recognising the growth of digital businesses in the region. The most prominent high-rise building, apart from the castle, is the magnificent 11th century cathedral, which still dominates the skyline. The city's medieval centre of cobbled streets remains largely intact, but there is still space for modern buildings such as the city's centrepiece, the Forum, which is a striking piece of contemporary architecture. The glass front overlooks the colourful open-air market (one of the largest in the country) and reflects the city in all its diversity.

The city is consistently rated as one of the top ten shopping venues in the UK. Norfolk and Suffolk attract thousands of visitors each summer. The famous Norfolk Broads are among the most important wetlands in Europe and a haven for rare plants, wildlife and insects. The Broads attract holidaymakers who come to navigate the intricate natural network of waterways formed by the Rivers Bure, Yare and Waveney and their tributaries.

For further information about UEA's excellent facilities, staff benefits, picturesque campus and the UEA working environment, please visit the 'Careers at UEA' microsite <https://www.uea.ac.uk/about/working-at-uea>. Additional information about living and working in the city of Norwich can be found at <https://www.workinnorwich.co.uk/>



If there is another city in the United Kingdom with a school of painters named after it, a matchless modern art gallery, a university with a reputation for literary excellence which can boast Booker Prize-winning alumni, one of the grandest Romanesque cathedrals in the world, an extraordinary new state-of-the-art public library then I have yet to hear of it. Norwich is a fine city. None finer.

STEPHEN FRY



LOCATION

Some cities you've heard of, others you have to discover.

Norwich is one of the most beautiful, modern historic cities in Britain. It's a city that celebrates the independent, stimulates creativity, promotes change and encourages diversity.

UEA is a campus university located 3 miles from the centre of Norwich. Situated in the heart of Norfolk, which means it's an ideal location to explore Norwich and beyond.

BY RAIL

LONDON • 2 HOURS

CAMBRIDGE • 1 HR 15 MINS

BIRMINGHAM • 4 HOURS

Many European cities (including Paris and Amsterdam) easily accessible by train

BY ROAD

KINGS LYNN • 1 HOUR

CROMER • 45 MINUTES

SOUTHWOLD • 1 HOUR

BY AIR

NORWICH AIRPORT • 20 MINUTES

STANSTED AIRPORT • 2 HOURS

London is a major airline hub and all main international destinations are easily accessible



An internationally renowned university, UEA is ranked in the UK Top 25 (Complete University Guide 2025), UK Top 30 (The Mail 2025) and the World Top 100 (Times Higher Education Impact Rankings 2024), where it ranks in the UK Top 20 for research quality (Times Higher Education Rankings for the Research Excellence Framework 2021) and World Top 20 for Health and Wellbeing (QS World University Rankings for Sustainability 2024), reflecting the international excellence of its research environment. The University holds UK Teaching Excellence Framework Silver status.

Equality, Diversity, Inclusion and Wellbeing

The University is committed to diversifying its workforce and to the wellbeing of all our staff. For example, we already hold an Athena Swan Silver Institutional Award in recognition of our advancement towards gender equality. Further details on our broader Equality, Diversity, Inclusion and Wellbeing work can be found on our [website](#).

