

MARKETING OFFICER

Admissions, Recruitment and
Marketing Division

SC4770

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. Our Professors Corinne Le Quere, Rachel Warren and Robert Nicholls were recipients of Nobel Peace Prize (2007), awarded to Al Gore and the Intergovernmental Panel for Climate Change (IPCC) in recognition of 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 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 Chris Hill, Head of Strategic Marketing, via Christopher.Hill@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.



OUR BENEFITS

UEA offers a fantastic benefits package for staff. We recognise all our staff have different priorities and lifestyles so we are continually reviewing our offering to ensure there are benefits which suit everyone. Current benefits include:



Competitive Rates of Pay



25 Days Holiday



14 Additional Statutory and Customary days



Contributory Pension



Staff Development



Sportspark Discount



Research Support



Health and Wellbeing



Library



Campus Facilities



Care Leave Policies



Sainsbury Centre for Visual Arts



Ofsted Outstanding Nursery



And much more!

Further information can be found on our [Staff Benefits page](#).

THE ROLE

The post holder will be responsible for the successful delivery of allocated marketing projects on a quarterly basis, as well as leading on defined areas of responsibility.

This is an exciting opportunity to work as part of a high performing marketing team, with your time split across undergraduate and postgraduate marketing activity. You will initially be responsible for working across our tactic groups to support the planning, delivery and ongoing optimisation of our third party partnerships, to ensure they deliver commercial value.

You will also work with our transition tactic group to support the development and delivery of new student CRM communication plans to engage and enthuse new students in the UEA experience. You will follow marketing best practice on all assigned projects, ensuring that project plans, budgets, stakeholders, development activity updates and robust reporting is in place for every allocated project.

You will be responsible for feeding into regular project status meetings, clearly showing project progress on a regular basis and flagging issues related to resource or stakeholder management at the earliest opportunity. You will work with external agencies on campaigns, projects or initiatives and ensure these 3rd parties are clearly briefed and are working with you as an extension of the project and the internal team.

You will also support the Marketing Management Team in providing information as requested so that key stakeholders are kept informed and updated on workloads, priorities and performance.

KEY RESPONSIBILITIES

- To ensure there is the required level of scoping and planning in place behind all marketing activity, creating clear and communicable outcomes and objectives for all deliverables
- To plan and deliver a yearly, performance led 3rd party campaign. Own the project and report back on agreed KPIs to stakeholders.
- To respond to all marketing briefs with a considered proposal, using marketing knowledge to deliver the best result based on the objectives of the brief.
- Use data and insight to report and refine campaign and project outcomes
- To develop user journeys for subscriber marketing campaign activities ensuring they meet objectives, targets and reflect key messages for target audiences.
- To copywrite and build subscriber communications in Salesforce Marketing Cloud
- To ensure data and insight is used to refine website and digital user journeys to meet prospect and enquirer objectives, ensuring clear calls to action at key touchpoints. Implementing the journey through copywriting, building, monitoring and reporting.
- To be an advocate and champion of UEA's brand, including the importance of accessibility and tone of voice in all activity.
- To support Marketing Managers in the clear communication of marketing success with key stakeholders through reporting and clear campaign & project progress.
- Work with external agencies/suppliers to develop innovative marketing campaigns and initiatives. Ensure that budgets are managed and relationships are developed.

THE ROLE (CONTINUED)

KEY RESPONSIBILITIES CONTINUED

- Project manage prioritised marketing initiatives through from concept to completion, delivering clear project communication throughout
- Promote best digital practice and open communication across Admissions, Recruitment and Marketing and the wider University
- Monitoring of marketing innovation both internal and external to the HE sector
- Attend and be an active member of regular team meetings, follow and develop administrative processes within the team, and support the work of other marketing colleagues as required including deputising for Managers when absent.
- To lead on team administration processes ensuring communication of processes and the smooth day-to-day running of the team.
- Team supervision and motivation: responsible for supervising day to day direction of some colleagues where required. Supervise support staff such as student ambassadors and interns when applicable
- All role holders are expected to undertake such other appropriate duties as may be requested.

THE PERSON

EDUCATION, EXPERIENCE AND ACHIEVEMENTS

- Education to degree level, ideally with a marketing focus (E)
- Suitable marketing qualification (E)
- Experience of supervising individuals and prioritising complex workloads to meet deadlines (E)
- Proven experience working in a marketing role, with demonstrable autonomy for own work (E)
- Significant experience of user experience, copywriting for SEO and using data to analyse user journeys (E)
- Proven track record in the delivery of a co-ordinated marketing strategy, engaging the full marketing mix, either personally or in collaboration with external partners (E)
- Experience of working effectively with external bodies and organisations (E)
- Experience across all areas of marketing, including but not limited to paid for, digital, CRM and direct (E)
- Experience of delivering and developing content marketing (E)
- Experience of solving business problems and

providing response to complex briefs (E)

- Experience of marketing and an understanding of core marketing theory (E)
- Experience of working within an organisation's brand guidelines (E)
- Experience of marketing within the Higher Education sector (D)

SKILLS AND KNOWLEDGE

- Knowledge of web content management systems, website optimisation tools and corporate databases (E)
- Understanding of SEO and writing for SEO (E)
- Excellent copywriting skills and ability to create content consistent within brand guidelines, accessibility rules and tone of voice (E)
- Proven competency in Word, Excel, PowerPoint, Teams and Outlook (E)
- A clear communicator with proven presentation skills (E)
- Proven investigative and analytical research skills (E)
- Ability to use a range of collaborative tools to understand a wide range of projects (E)
- Experience of researching, gathering and

processing information in order to analyse, interpret results and recommend appropriate action (E)

- Proven interpersonal customer service skills (E)
- Excellent oral and written communication skills (E)
- Knowledge and understanding of CRM systems/ Salesforce including Salesforce Marketing Cloud (D)
- Knowledge and use of social media for marketing purposes (D)

Continued on the next page.

THE PERSON (CONTINUED)

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 Marketing, IT and other skills (E)
- Ability to understand activities of the post in a wider University and Professional context (D)

SPECIAL CIRCUMSTANCES

- The post holder will be expected to be available to work at recruitment events and other relevant events which may fall outside of normal working hours (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 from 6 January 2025 on a fixed term basis of up to 12 months,

This temporary post is available to cover for the absence of the postholder on maternity 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 leave.

A secondment will be considered, and applicants should please ensure that a secondment will be possible with their Line Manager/Head of Department, before submitting a formal application.

Salary will be £30,505 to £36,924 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 20 days [25 for G6] 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 **29 November 2024**.

It is anticipated that interviews will take place on **17 December 2024** 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 DIVISION

The Admissions, Recruitment and Marketing Department leads UEA's global strategy to recruit and admit students and to promote the University to those students, its alumni and the media and key partners in government, business and the charitable and voluntary sectors.

Admissions, Recruitment and Marketing (ARM) leads on digital-first services that deliver for UEA's stakeholders based on customer need and customer experience, all informed by data, and a constant drive to improve our performance.

We are the guardians and narrators of UEA's unconventionally brilliant brand. We always look to innovate new ways of reaching, engaging, attracting, and building advocacy in our audiences and partners.

We make no apologies for being driven by data or for our audience-focus. Our alumni, current students, future students, staff, and partners aren't standing still. Neither will we. Our mission is to create, break the mould, and get things done in a world that never stands still.



ABOUT THE DIVISION CONTINUED

Admissions, Recruitment and Marketing comprises five teams, totalling some 180 staff:

Recruitment, Outreach and Public Events engage with prospective UK students to promote the benefits of higher education and studying at UEA as well as delivering public events and academic conferences to promote UEA's world-leading research. The Outreach team work to widen access to higher education for groups under-represented and/or disadvantaged groups.

Admissions admits students to the full range of undergraduate and postgraduate taught courses offered at UEA.

UEA Global leads the University's world-wide marketing and recruitment activity, focusing on promotion of the University, the recruitment of international students, and the development of global partnerships for student mobility, reputation and advocacy. The team also manages UEA student and staff mobility, utilising funding streams, such as the UK Government's Turing scheme.

Content and Communications leads the press, student, alumni, and public relations activity and is responsible for reputation building, brand strategy and stakeholder engagement. We aim to serve our global community by sharing compelling and authentic stories that connect our community and help us to build engagement with our core audiences.

Marketing leads the delivery of multi-channel marketing campaigns to meet the University's reputation and recruitment objectives across Undergraduate, Postgraduate Taught, Postgraduate Research and Influencer audiences. The team manage high quality digital experience across our Website, Portal, Customer Relationship System and third-party websites, ensuring UEA is effectively promoted regionally, nationally and globally.



OUR VALUES

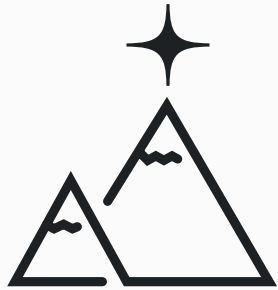
Shaped by staff, our UEA values represent a core set of standards for how we behave as an employer, drive excellence in teaching, learning and research, and collaborate as an anchor institution in our local community.

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), Kazuo Ishiguro (1980, Nobel Prize for Literature 2017), 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 Twitter [@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), banking facilities 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 1930's 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](#).

