

# Job Description

Job Title:	Marketing Administrator
Department:	Marketing
Responsible to:	Head of Marketing
<p><b>Job Purpose:</b></p> <p>The Marketing Administrator plays a crucial role in supporting the marketing efforts of the university by coordinating various administrative tasks and assisting in the implementation of marketing strategies. This position requires a detail-oriented individual with excellent organizational and time-management skills, as well as passion for higher education marketing.</p>	
<p><b>Main Duties and Responsibilities:</b></p> <ol style="list-style-type: none"> <li>1. Execution of marketing campaigns to promote university programmes, events, and initiatives.</li> <li>2. Prepare and coordinate the distribution of marketing materials, including giveaways, brochures, factsheets.</li> <li>3. Manage the university's social media accounts, through social media Calendar, including content creation, scheduling posts, and engaging with followers by replying to messages, comments etc.</li> <li>4. Develop and update a plan for upcoming events/fairs/visits, with locations, materials needed, budgets, deadlines, and ensure all marketing material requested by the Recruitment team is ready, and coordinate with the Marketing team for related promotion.</li> <li>5. Prepare, update, and distribute the Weekly Staff bulletin.</li> <li>6. Develop and implement the Communication Plan of the Marketing Department, which will include the plan of press releases, articles on the University and its programmes, achievements, and news, and be responsible for writing and distributing the press releases and articles to media.</li> <li>7. Develop and implement the Annual Email Campaigns plan to effectively push conversion of leads, with interesting email content, with call-to-action points.</li> <li>8. Post articles in the university's website.</li> <li>9. Assist in organizing and promoting university events, such as open days, school visits, campus tours and recruitment fairs through social media and press releases.</li> <li>10. Collaborate with internal departments, including admissions and recruitment to ensure alignment of marketing efforts.</li> <li>11. Represent the Marketing Department, and UCLan Cyprus in general, in external and internal events (graduation, schools award ceremonies).</li> <li>12. Brief external partners such as Advertising Agency, photographer, videographer, and others for each project when needed.</li> <li>13. Undertake competition research and evaluation, and market research, locally and internationally, on a monthly basis, and provide suggestions and ideas to the Head of the department, that will differentiate our university and elevate our marketing and recruitment strategies and activities, against best practice in the sector.</li> <li>14. Responsible for issuing and handling the expenses approval forms of the marketing budget, as per the procedure agreed.</li> <li>15. To work outside normal hours as required and to work on and off campus.</li> <li>16. Assist new students with information if requested.</li> </ol>	

Print name:	
Sign:	
Date:	

# Person Specification

Job Title:	Marketing Administrator
Company	UCLan Cyprus Ltd

Attributes	Essential	Desirable	Measured By
Work Experience	1-2 years' experience of working in a marketing or communication or administration/support related role.		Application form/ Interview
	Experience of working on a regular basis with computerised systems such as Microsoft Office.		Application form/ Interview
Education/Qualifications	Bachelor's degree in business, Marketing, Creative Writing, Advertising, Communications or related field.		Application form
	Excellent command of English and Greek language, especially writing.		Application form
Skills/Abilities Good communication skills	Excellent communication skills, – able to communicate effectively and professionally at all levels, both verbally and in writing.		Interview
	Excellent planning and organisational & time management skills including ability to prioritise own work and work of others to meet tight deadlines		
	Take initiatives, ability to work unsupervised and exercise judgment		
	Ability to work effectively and productively under pressure across a range of projects		
	Ability to work collaboratively as part of a team		

	Ability to evaluate and analyse information and produce reports		
Personal Details	Outgoing personality, dynamic, confident		Interview
	Reliable, disciplined, responsive, with sense of performance and target-meeting		
	Initiative taker with strong sense of duty, responsibility and reliability		
	Loyal with strong commitment to the organisation.		