
Role Description

School/Service:	Global Marketing
Job Title:	Marketing Placements Marketing Placement – Corporate Communications and Reputation Management team
Grade:	N/A
Category:	Support Services

1. PURPOSE OF THE POST

To assist within the marketing department in the development and execution of communications, marcomms and marketing activities in support of the University's marketing strategy. As a member of the Corporate Communications and Reputation Management (CCRM) team the role holder will provide support for all aspects of communications and marketing activity.

2. RESPONSIBLE TO

Corporate Communications and Reputation Managers, Coordinators and Assistants

3. MAIN DUTIES

Core Responsibilities:

- Ability to be creative both in generating ideas and producing communications collateral (Adobe Photoshop/InDesign experience desirable).
- Support the development of communications collateral and content across all channels including print publications, video, and websites, to support the wider marketing plan.
- Assist with key deliverables of the marketing plan, in conjunction with the aligned Coordinator or Manager.
- Provide general administrative assistance as required including database management, diary management and note taking. (Microsoft Word and Excel experience and knowledge essential)
- Assist in the preparation of desk research, statistical reports and analysis of data.
- Establish and maintain appropriate files and records, both manual and computerised, relating to the activities undertaken.
- To assist with the update process of the University website and social media.
- Support the events team in the execution of University wide events, including Open Days, NU Experience Days and school/other visits.

- Communication via email (or face to face with clients) and formulate briefs for tactical activity such as small scale event, flyers, and e-communications.
- To carry out project work as required.
- Provide administrative support for all activities which fall under the Corporate Communication's team's remit, and assist in co-ordination of workload within the team.

We intend to provide two internships within the CCRM team. Our aim is for each intern to spend their first six months primarily working on either internal or external facing communications before rotating onto the other for the next six months.

Responsibilities specific to CCRM team include:

- Identifying positive news stories within the University and creating content to promote these stories via the media – print, online and social media.
 - Supporting the creation and publication of content tailored for students, staff and external stakeholders.
 - Content referred to above includes tasks such as writing press releases, website articles, social media posts; producing videos, infographics etc and uploading finished content to internal and external websites. **As such, excellent written skills are required.**
 - Keeping up-to-date with the regional, national and international media and identifying potential comment opportunities for Northumbria academics. Comment opportunities could be written quotes, opinion pieces, pre-recorded or live interviews.
 - Monitoring the University's corporate and student-facing social media channels
 - Monitoring press coverage and producing monthly reports highlighting activities undertaken and successes
 - Organising professional photography and filming
 - Supporting the creation of Northumbria University News (Northumbria's newspaper)
 - Attending and supporting corporate events, VIP visits, filming and photo shoots as required.
4. **LOCATION** All facilities used by the University with an office based on the City Campus (Pandon Building, 1st floor) and occasional offsite third-party facilities.
5. **HOURS OF ATTENDANCE**
37 hours per week with an expected element of weekend and evening work as the delivery of large University and Departmental events require. Normal working hours 9am – 5pm Monday – Thursday and 9am – 4.30pm Friday.
6. **HEALTH AND SAFETY**
To ensure a vigilant and positive attitude to health and safety with a personal and group responsibility observing the health and safety policies of Northumbria University.



To maintain a positive attitude to health and safety when carrying out personal responsibilities and co-operate with health and safety policies of Northumbria University.

