

Job Description: Product Marketing Assistant

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| **Service:** | Marketing |
| **Job Title:** |  Product Marketing Assistant |
| **Department/Subject:** | Marketing Service |
| **Salary:** | Grade 4 |
| **Hours of work:** | Full time – 35 hours per week |
| **Contract:** | Permanent |
| **Location:** | Singleton Campus  |

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| **Introduction** | To deliver its sustainable top 30 ambition Swansea University needs a workforce with the differentiated skills necessary to ensure that it can deliver excellence in research, teaching, learning, and the wider student experience, and to be a powerhouse for the regional economy and internationally |
| **Background information** | The Product Support Team is part of the University’s Marketing Service which is part of the MRI Directorate. The Marketing Service is responsible for:* Delivering marketing outputs which are aligned to the university’s strategic goals and values
* Committed to consistently delivering results-driven, quality campaigns, content, digital, brand and creative production solutions which enhance the reputation of Swansea University
* Showcasing the excellence, diversity and impact of the University's activities.

This role sits within the Product Support Team which is responsible for the operational maintenance of product visibility and positioning within the market.The Product Support Team is responsible for ensuring our products are visible externally, accurateand compliant and work to support the University’s strategic objectives. |
| **Main Purpose of Post** | 1. The product support assistant will make assist in the required marketing changes as a result of Programme Approvals, Suspensions and Closures via PAC and during Confirmation and Clearing ensuring compliance with university policies and regulations.
2. Assist in maintaining the agreed Baseline Marketing Checklist for every programme for example (but not limited to) maintaining existing course pages, prospectus page, AdWords, SEO, relevant assets such as imagery
3. Assist in the triage process to the wider Marketing Service
4. Undertake the day to day management of online content such as but not limited to changes to Staff Profiles (both in real time changes and via self-service routes where appropriate)
5. Assist in signposting to the Marketing Toolkit of templated/self-serve assets and messaging ensuring accessibility and ease of use for all stakeholders
6. Assist product support co-ordinators to curate/collate marketing assets such as (collateral, key messaging) for key strategic recruitment events such as webinars, external recruitment events such as UCAS exhibitions, agent visits, UG and PG Open Days and Clearing Visits
7. Assist product support co-ordinators to curate/collate marketing assets for standard TNE, partnership agreements
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|  | 1. Assist in the day to day management and maintenance of course pages and other relevant product pages such as research institutes, CPD, partnership provision and make real-time changes where appropriate to ensure the correct product information is displayed such as updating entry requirements, USP changes, location changes – and also assist in feeding back any changes to the wider marketing service areas
2. Assist in the delivery of the SEO strategy on product pages as directed by product support lead
3. Assist in the creation of content as and when required within defined grade definition
4. Undertake day to day management and maintenance of all product placement opportunities such as maintaining our third party profiles including but not limited to UCAS course listings, PG profiles, CUG profiles, IDP etc
5. Assist academic colleagues to promote their research, event or project – this includes providing them with the tools, guidance and templates to share their research stories or triage to Press and wider Marketing Services for further development
6. Ensure the Welsh Language is embedded in all activity and is at a minimum compliant with the Welsh Language Standards
7. Provide operational support throughout Confirmation and Clearing period as directed by line manager
8. Provide operational support for key recruitment events such as Open Days, external fairs as directed by line manager
9. Work closely with all other areas within the Marketing Service
10. Act as an agile member of the Marketing Service as when directed by the Head of Marketing due to operational and business needs
11. Provide professional, efficient, customer-focused service ensuring marketing outcomes are delivered on time, to the agreed service level.
12. Seeking, acting on and providing feedback to improve as a professional, taking responsibility for own CPD.

As a high performing Directorate that is constantly improving and all members of staff are expected to engage in alternative roles in other areas of Marketing, Recruitment and International or the wider University, for personal and professional growth or where it may be operationally required. |
| **General Duties** | * To fully engage with the University’s Performance Enabling and Welsh language policies
* To promote equality and diversity in working practices and to maintain positive working relationships.
* To lead on the continual improvement of health and safety performance through a good understanding of the risk profile and the development of a positive health and safety culture.
* Any other duties as directed by the line manager or their nominated representative expected within the grade definition.
* To ensure that risk management is an integral part of your day to day activities to ensure working practices are compliant with the University's Risk Management Policy.
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| **Professional Services Values** | All Professional Services areas at Swansea University operate to a defined set of Core Values- [Professional Services Values](https://www.swansea.ac.uk/the-university/values/professional-services-values/) and it is an expectation that everyone is able to demonstrate a commitment to these values from the point of application through to the day to day delivery of their roles. Commitment to our values at Swansea University supports us in promoting equality and valuing diversity to utilise all the talent that we have.**We are Professional**We take pride in applying our knowledge, skills, creativity, integrity and judgement to deliver innovative, effective, efficient services and solutions of excellent quality**We Work Together**We take pride in working in a proactive, collaborative environment of equality, trust, respect, co- |

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|  | operation and challenge to deliver services that strive to exceed the needs and expectations of customers.**We Care**We take responsibility for listening, understanding and responding flexibly to our students, colleagues, external partners and the public so that every contact they have with us is a personalised and positive experience.Commitment to our values at Swansea University supports us in promoting equality and valuing diversity to utilise all the talent that we have. |
| **Person Specification** | **Essential Criteria:****Values:*** Demonstrable evidence of taking pride in delivering professional services and solutions
* Ability to work together in an environment of equality, trust and respect to deliver services that strive to exceed the needs and expectations of customers
* Demonstrable evidence of providing a caring approach to all of your customers ensuring a personalised and positive experience

**Qualifications:*** + A level qualification and/or relevant work experience

**Experience, Knowledge & Skills:**1. A good understanding of the marketing profession
2. Evidence of building working relationships across different teams, partners, agencies in relation to the delivery of marketing activities
3. Experience of writing copy and producing content for different channels/audiences
4. Evidence of prioritising and effectively managing multiple tasks
5. Proactive and adaptable, able to effectively work under pressure and problem solve.
6. Strong attention to detail and ensuring policies, processes and quality control procedures are adhered to.
7. Proven IT skills ideally for marketing purposes.
8. Demonstrable customer service skills.

**Desirable Criteria:**1. Experience of working within in the Higher Education sector
2. Experience of using Content Management Systems
3. Welsh speaker
4. Experience of working in a process driven department/team
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