

**Job Description for the Post of
Marketing Account Manager (Ref C/SSR09/7)**

1. General Details

Job Title:	Marketing Account Manager
Location:	Sales and Student Recruitment (Marketing)
Normal workbase:	Stoke Campus
Tenure:	Permanent
Salary:	Grade 5, currently £21,565 - £25,001 per annum

2. Job Purpose

The post holder will be responsible for a number of University clients and be the day to day link between the clients and the Marketing team.

The postholder will ensure client projects are managed effectively and efficiently. They will also ensure that the work streams achieve the objectives as set out in the marketing plan, and that work is delivered on time and on budget whilst championing the quality and delivery of all client projects.

The role will support the planning, development, implementation and evaluation of integrated marketing campaigns to support the University's student recruitment activities and other business plan targets.

3. Relationships

Responsible to: Direct Marketing and Database Manager

4. Main Activities

- § To support the Head Direct Marketing and Database Manager in delivering the university / Faculty / School / Service marketing plan.
- § To assist in the monitoring and evaluation of all marketing campaigns.
- § To assist in managing relationship with Faculties/Schools/Services to deliver an integrated approach to all marketing activities.
- § To establish and maintain strong client relationships via effective account management.
- § To take verbal and written instructions from the client and accurately communicate them to relevant members of the Marketing team, updating systems and records as often as required.
- § To assist in briefing a range of internal teams (creative, studio, research, web) and external suppliers (advertising agency, media agency) on the requirements for given campaigns.
- § To assist in the management of external agencies to deliver marketing campaigns and maximise the effectiveness of the outputs.
- § To provide effective project management ensuring all deadlines are set and all client reporting requirements are met.
- § To manage and oversee day-to-day flow of client briefs through relevant functions within the Marketing department and external agencies where appropriate.
- § To monitor the progress of projects through the Marketing department, updating schedules and debriefing clients accordingly in a timely and concise manner, to ensure all tasks are completed with agreed timeframes.
- § To bring potential problems or delays with progression of projects to the attention of the senior management team, putting forward proactive solutions and managing them through to a satisfactory resolution.

- § To ensure all campaign documentation (briefs, results, analysis reports) are issued to agreed timescales.
- § To attend client planning, progress and review meetings and provide contact reports within 48 hours of client meetings.
- § To attend and contribute to weekly work in progress (WIP) meetings.
- § To attend and contribute to monthly marketing team meetings.
- § To support the wider marketing team where required.
- § To undertake any other duties as requested by the Direct Marketing and Database Manager

5. Person Sought

Essential Criteria:

- § First degree or equivalent, ideally in a marketing or creative discipline or equivalent experience.
- § Proven experience of working with marketing practices and principles, including online
- § At least 2 years' experience in an Account Manager or customer services role.
- § Demonstrable experience of briefing in and evaluating creative work.
- § Proven ability to undertake campaign evaluation.
- § Ability in assessing client needs.
- § Excellent organisation skills including the ability to successfully managing projects from conception to completion.
- § Proven ability to manage own time effectively, including the ability to manage and prioritise multiple tasks.
- § Good team player with strong interpersonal skills and the ability to work closely with other members of the marketing team and across Faculties/Schools and Services, as well on their own initiative.
- § Proven ability to pro-actively solve problems, influence opinions and resolve conflict.
- § Ability to work under pressure.
- § Flexible approach to working hours.
- § Ability to convey complex information to a variety of audiences.
- § High level of accuracy and attention to detail.
- § Ability to think analytically and creatively.
- § Proven numerical skills.
- § Excellent IT skills including a working knowledge of Microsoft Office, specifically Excel.
- § Commitment to the University's mission and delivery of the University Plan
- § Willingness to engage in a structured induction programme as a start to Continuing Professional Development (CPD) at the University

Desirable Criteria:

- § Previous experience of working within a Further or Higher Education environment.
- § CIM or IDM qualification or currently working towards it or an interest in studying towards a recognised marketing qualification.
- § Experience of Microsoft Project and Visio packages.
- § Experience of Tridion CMS.

6. Special Conditions

This is a permanent, full-time post working 37 hours per week.

The role may require some working outside of standard office hours, according to business needs.

The University operates a Job Share Scheme. Applications from anyone interested in working part-time on a job share basis will be considered.

Date Job Description Revised

November 2009

Variation to Job Description

Staffordshire University reserves the right to vary the duties and responsibilities of its employees within the general conditions of the Scheme of pay and conditions and employment related matters. Thus it must be appreciated that the duties and responsibilities outlined above may be altered as the changing needs of the service may require.

Conditions of Service

The post is subject to such terms and conditions of employment as negotiated between the Board of Governors of the University and the recognised trade unions, and/or the employees of the University. In negotiating such terms and conditions the Board of Governors will consider any appropriate advice received from the Universities and Colleges Employers Association (UCEA).

Applying for this post

Should you now decide to submit an application for this position you are asked to kindly complete and return an application form. This is available either in electronic format (downloadable from our website) or as a hard copy.

Please note that CVs will only be accepted in support of a fully completed application form.

Completed application forms and any accompanying information should be returned via e-mail to jobs@staffs.ac.uk or posted to Personnel Services, Staffordshire University, PO Box 662, College Road, Stoke-on-Trent, ST4 2XP.

If you wish to deliver the form by hand Personnel Services is located on the ground floor of the Cadman Building, College Road, Stoke-on-Trent. Office opening hours are 9.00am – 5.00pm Monday to Thursday, and 9.00am - 4.30pm on Friday.

PLEASE NOTE THAT THE CLOSING DATE FOR COMPLETED APPLICATIONS IS: 5 MARCH 2010

Procedure following Receipt of Applications

Applicants are asked to provide us with an e-mail address where possible, as this is our preferred method of communication. All correspondence relating to this job application will be marked 'Private and Confidential'.

Where an e-mail address is provided, we will send applicants an acknowledgement of the application form as soon as possible following receipt; employees of Staffordshire University should note that this will be the internal e-mail address.

All applicants are asked to note that unless otherwise indicated, interviews will normally be held within one month of the closing date. Short listed candidates will be contacted to attend for interview as appropriate. Candidates who are not shortlisted for interview will be informed via e-mail. In the absence of an e-mail address, we regret that in the interest of economy we are unable to write to applicants. If you have not received an invitation for interview or any further communication within two months of the closing date specified, you are asked to assume your application is unsuccessful on this occasion.

The University wishes to thank all applicants for their interest in the Institution and the post advertised and for the time and trouble taken to complete the information for their application.

If you require a copy of the vacancy information in large print please contact us

Appointment to the University

The University is an independent Statutory Higher Education Corporation. As such the Board of Governors of the University is the employer, and is responsible for determining the employment policy, pay and conditions of service of all its employees.

The agreed terms and conditions for all staff are set out in the University's terms and conditions of service. In addition your attention is drawn to the following general points:

Medical Clearance

The appointment is subject to satisfactory medical screening, which normally consists of completion of a confidential questionnaire.

Eligibility to Live and Work in the UK

In line with the Immigration, Asylum and Nationality Act 2006, documentation is required to confirm that employees are eligible to live and work in the UK. Any offer of employment is subject to this documentation being provided.

CRB Clearance

Where indicated in the job description an offer of employment will be subject to a satisfactory response to a check of criminal records.

Qualifications

New employees will be required to produce evidence of qualifications which are deemed essential for the post, as set out in the job description.

Pension Contributions

All members of staff are eligible to contribute to the relevant occupational Pension Scheme which is either the Local Government Pension Scheme or Teachers Pension Scheme, both of which are final salary schemes. Staffordshire University as the employer also contributes to each scheme.

Payment of Salary

Salary is payable monthly in arrears, normally on the last Wednesday of each month. Payment is made by direct credit to a recognised bank or building society account. All new employees should ensure that the relevant details for credit transfer are completed on the standard form issued on appointment.

Annual Leave

Individuals are entitled to the following leave entitlements based on the grade of the post: -

Grade	Number of Days Worked per Week*		
	4	5	6
One	24	29	35
Two	24	29	35
Three	24	29	35
Four	26	32	41
Five	26	32	41
Six	26	32	41
Seven	30	37	45
Eight	30	37	45
Nine	30	37	45
Ten	30	37	45
Eleven	30	37	45
Twelve	30	37	45
Thirteen	30	37	45
Fourteen	30	37	45

* This refers to those members of staff who work full time hours but on a standard 5 day working cycle or those operating a shift pattern over 4 or 6 working days. This does not refer to staff on fractional contracts.

In addition there are 11 Bank, Extra Statutory and Discretionary Holidays as follows:

Good Friday
Easter Monday
May Day
Spring Bank Holiday Monday
Late Summer Bank Holiday Monday
Christmas Day to New Year's Day (inclusive)

Sickness Pay

An employee absent from duty due to illness will be entitled to receive paid sickness leave, as set out in the University's terms and conditions of service.

Trade Union Membership

The University believes that the interests of both the employer and employee are best served by individuals joining a recognised Trade Union. The Board of Governors of the University has recognised the following Trade Unions to operate within the university - UCU and UNISON.