

THE UNIVERSITY OF MANCHESTER
PARTICULARS OF APPOINTMENT
FACULTY OF CULTURAL INSTITUTIONS
JODRELL BANK VISITOR CENTRE
JODRELL BANK CENTRE FOR ENGAGEMENT
VACANCY REF: CIX-031412

Salary: Grade 5 £32,080 to £36,636 per annum, depending on relevant experience

Hours: 35 Hours per week (1 FTE)

Duration: Permanent

Location: Oxford Road, Manchester

Enquiries about the vacancy, shortlisting and interviews:

Name: Holly Westwood

Email: holly.westwood@manchester.ac.uk

Overall Purpose of the Job

The Marketing and Communications Officer will manage the day-to-day delivery of Jodrell Bank Centre for Engagement's (JBCE's) marketing activity and online presence, and in turn strengthen and grow the Centre's established digital brand across key target audiences.

Reporting to the Head of Marketing and Communications, the role will focus on operational delivery of marketing activity, alongside monitoring activity and evolving the communications plan, in consultation with the Head of Marketing and Communications to ensure the success of earned, paid for, and owned content in driving footfall to the Centre and its wider event programme.

Responsibilities include the planning and production of cross-platform content; overseeing departmental reporting on digital activity; nurturing online audience engagement; acting as a point of contact for communications enquiries; coordinating with press, partners, and researchers; and contributing to relevant groups to inform marketing and communications activity.

This role requires a collaborative approach, working closely with a range of colleagues across the JBCE and the wider University including the Division of Marketing and Communications and Communications team in the Faculty of Science and Engineering.

Key Responsibilities, Accountabilities, and Duties

Planning and Management of Digital Activity

- Coordinate the development and implementation of JBCE's monthly content schedule and ensure the Digital Communications Strategy aligns team strategy and JBCE aims/objectives.
- With the Head of Marketing and Comms, agree clear metrics to track progress towards defined KPIs and sharing reports with JBCE Leadership as required.
- Collaborate with colleagues across JBCE to inform digital campaigns and marketing projects and ensure the timely and effective promotion of news stories and events.
- Work closely with the Head of Marketing and Communications to offer guidance and some task management to the Marketing Assistant.
- Champion a culture of continuous improvement by conducting sector relevant research and benchmarking to inform and optimise activities.

Internal and External Communications

- Act as a key point of contact for digital marketing and communications enquiries, including triaging requests for the team from JBCE colleagues.
- Work with the Head of Communications and Marketing in the development and production of promotional materials for various channels (email, web, social media, print), whilst also working with external suppliers.
- Proactively identify and maximise opportunities for the promotion of the work of JBCE (both internal and external).
- Provide input to task and working groups and attend sector events as required.
- Report on progress and campaign achievements to relevant stakeholders, including JBCE Executive Leadership and external funders.

Digital Presence and Media Relations

- Oversee JBCE's social media accounts to ensure a coordinated presence (Facebook, Instagram, X, Bluesky, YouTube, and LinkedIn), nurturing and growing audiences.
- Work with the Head of Communications and Marketing to coordinate media organisations, film crews, photographers, and influencers visiting the site, including briefing, on-the-day support, and ensuring compliance with University and JBCE guidelines.
- Liaise with website developers and IT services to identify and resolve any site maintenance issues, briefing key stakeholders as required; use site check software to find, diagnose and fix content problems; and run regular site inventory reports to ensure accurate information is presented at all times.
- Develop Jodrell's website, including uploading content, editing, and day-to-day site maintenance using web authoring tools; collaborate with the Head of Marketing to shape house-style and ensure close integration with overall marketing strategy.
- Ensure all email communications are of a high standard, overseeing Jodrell's databases to ensure GDPR compliance and advising across departments on email best practice.
- Use data to optimise paid-for and organic content according to target audience segments.

Project Management and Delivery

- Work closely with the Head of Marketing and Communications to support in the delivery of long-term redevelopment projects, including the website, video content strategy, and customer database clean-up, ensuring they are comprehensively planned and completed to time.

- Develop the department's use of campaign monitoring and evaluation tools, acting as the primary specialist for resources such as Google Analytics, Meta Business Suite, and Hootsuite.

Essential Knowledge, Skills and Experience

Qualifications

- Appropriate professional qualification or equivalent experience in marketing or communications.

Skills and Abilities:

- Excellent written and verbal communication skills.
- Demonstrated success in campaign management across multiple platforms.
- A solid understanding of opportunities offered by PR, advertising, print, digital, and social media.
- Ability to think creatively and critically, with the confidence to generate and execute strong campaign ideas.
- Ability to solve problems creatively, contributing to the development and improvement of systems and procedures.
- Project management skills to plan, organise, and manage multiple campaigns simultaneously.
- The ability to analyse and interpret data to inform decision-making.
- Time management skills to meet deadlines and prioritise tasks effectively.
- Excellent interpersonal skills to build strong relationships.

Technical and Digital Skills:

- Experience working with a Content Management System (CMS) (e.g. WordPress), with a solid understanding of Search Engine Optimisation (SEO) principles.
- Experience with website analytics tools (e.g. Google Analytics) to track website traffic, user behaviour, and provide audience insights.
- Experience with social content scheduling tools (e.g. Hootsuite).
- Experience with email marketing platforms (e.g. Dot Digital).
- Strong data literacy skills with the ability to analyse and interpret website traffic and campaign data.

Desirable Experience:

- Knowledge of video and image editing platforms, such as Premiere Pro and Photoshop.
- Knowledge of Oracle Financial or similar invoicing system.
- Good understanding and experience of marketing within a Visitor Attraction, Higher Education, Science Communications or Heritage environment.
- Awareness of the broader context, drivers, and challenges shaping the Higher Education or Visitor Attraction sector.

Please note this role is based at Jodrell Bank Centre for Engagement, which has limited access to public transport. Private transportation is necessary.