



LIVERPOOL
HOPE
UNIVERSITY
1844

MARKETING COORDINATOR (DEGREE APPRENTICESHIPS) – 4AAPH02 RECRUITMENT PACK

Closing date: Wednesday 30th October
2024 by 5.00 p.m.

Included in this pack

Role Outline
About the University
Job Specific Details
Job Description / Role Profile
Person Specification
Further information and Benefits of Working at Liverpool Hope University
Useful Links and How to Apply



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PERSONNEL DEPARTMENT RECRUITMENT PACK

POST: Marketing Coordinator (Degree Apprenticeships)

STARTING DATE: ASAP

SALARY RANGE: £32,296 - £36,924 (Grade 6) per annum

TYPE OF CONTRACT: Fixed term

WORK PATTERN: 35 hours per week (Monday to Friday)

REPORTS TO: Director of Apprenticeships

THE UNIVERSITY

If you join us, you will be doing so at an exciting time in our development and join a team of over a thousand staff, committed to providing education to our thousands of students. Liverpool Hope University is a financially sound, vibrant academic community with excellent scholarly standards and high ambition. We are proud of our past, confident in our present and excited about our future.

Hope is a liberal arts inspired university with a unique ecumenical Christian foundation, which strives to provide a deep and well-rounded education of the whole person irrespective of faith, age, social class or ethnic origins or physical capacity. We are a real community with two beautiful garden campuses which has striven for and, we believe, achieved that balance between research and teaching. We have also successfully brought together the benefits of full University status (including RDAP) with the value of a college experience. At Hope a drive for academic excellence and a genuine concern to widen participation complement each other. Ours, we say with justification, is 'a University with a collegiate heart'.

THE POST:

Liverpool Hope University is seeking to appoint a dynamic, creative, and passionate individual as a Marketing Coordinator (Apprenticeships), as the University expands into the Degree Apprenticeships market.

Reporting to the Director of Apprenticeships, and working in close collaboration with the University's marketing team, the Business Development Manager (Apprenticeships), and colleagues in the Apprenticeships Hub, the successful candidate will lead the marketing of the University's apprenticeship programmes and support corporate development activities. This role will involve delivering an integrated, comprehensive marketing strategy targeting both businesses (B2B) and individuals (B2C) through planned marketing activities, communication strategies, and content development.

Collaboration with internal and external stakeholders at various levels is central to this role, ensuring that the University's goals for the growth of the apprenticeship programmes are met.

The successful candidate will manage budgets and resources effectively, coordinate external agencies when needed, and work towards delivering on both university-wide and department-specific KPI's. The role will encompass a wide range of marketing activities, including event promotion, content creation, and the use of digital and social media platforms.

We are looking for someone with significant experience across the full marketing mix, with a strong focus on delivering measurable, integrated marketing solutions and a background in digital and social media marketing.

This is an exciting to help support the future of our degree apprenticeships and contribute to the University's continued growth in this area.

The post is a 12-month fixed term post, in the first instance.

JOB DESCRIPTION/KEY DUTIES OF THE POST:

Job Title	Marketing Coordinator (Apprenticeships)	Code	
Subject/Service Area	Apprenticeships		
Reports to	Director of Apprenticeships		
Accountable To	Director of Apprenticeships		

Purpose of Job

The post holder will be responsible for successfully marketing Liverpool Hope University's portfolio of apprenticeship programmes, and to support the activity and growth of its corporate development relationship activities. The role holder will deliver the overall apprenticeship marketing strategy, through integrated planned B2B and B2C marketing activities, communications and content development.

Key Tasks / Responsibilities

Duties

- Develop a Marketing Strategy for Apprenticeships
- Work closely with the University's Marketing Team and Degree Apprenticeships colleagues to plan and deliver recruitment marketing plans and activities to support institutional and Faculty-level KPIs.
- Proactively develop and evolve dedicated marketing plans in the context of recruitment cycles and employer engagement, analysing performance data to identify subject areas or programmes in need of particular marketing investment.
- Working to business objectives, create and execute effective and targeted marketing solutions that support the growth in apprenticeships through employer engagement, target account and sector-based marketing.
- Working with the Business Development Manager (Apprenticeships), play a key role in the ideation and development of key stakeholder events to engage employers and apprentices.
- Develop, evolve and regularly test an intuitive hierarchy of marketing messages and essential information for segmented target audiences; tailor specific messages and information to increase brand awareness.
- Identify and proactively respond to opportunities for marketing collaboration, cross-fertilisation and co-production across Faculties.
- Undertake regular competitor analysis across regional and national markets, evaluate and apply insight to ensure market-led solutions, highlighting opportunities at both strategic and tactical levels.
- Demonstrate an enterprising and integrated approach to marketing which spans the marketing mix including traditional, digital and social media channels and evolving technologies.
- Establish and grow collaborative networks to ensure sharing of best practice, information and content.

- Ensure quality, consistency and efficiency across all marketing platforms and activity.
- Be pro-active in communication campaigns when there has been an impactful change introduced by the government and ESFA.

Professional Development

- Proactively engage in professional development to ensure advancement of professional skills and knowledge.
- To develop and deliver training requirements to members of the University, employers and other stakeholders, as required.
- Pursue a professional interest in the higher education (HE) degree apprenticeships sector, providing insight to Faculty stakeholders with regard to emerging marketing innovation, trends and developments.
- Proactively develop the necessary skills and expertise to support the use of the latest marketing technologies; anticipate and respond to changing demands.
- Keep up to date with Government and ESFA regulation changes and understand the impact this has on your audiences.

General

- A commitment to LHU's values and regulations and Equality and Diversity Policy.
- Engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role.
- To participate fully in the life of the University by engaging in representational and ambassadorial activities in support of the universities activities and carry out any other reasonable duties as requested by the Director of Apprenticeships or their nominee. This involves volunteering at University-wide events such as graduation, open days etc.
- The post holder will be based in the Apprenticeship Hub Team, with visits to employers, external events and programme locations as required for the delivery of services. On occasion this may involve regional and on occasion national travel, as well as work in the evenings and weekends.
- The post holder may be required to perform duties other than those given in the job description for the post. The duties and responsibilities attached to posts may vary from time to time without changing the general character of the duties or the level of responsibility entailed.

Materials, resources & equipment to be used

Standard office equipment e.g. computer, telephone, fax

Qualifications / Experience Required

Degree or Equivalent or significant equivalent professional experience.

You will have significant relevant experience across the full marketing mix, with particular emphasis on the delivery of integrated, measurable solutions as well as experience in the digital and social media space.
Regular contacts (internal / external)
Internal: Marketing and graphic design colleagues, Apprenticeship Hub colleagues, Faculty academic teams, reprographics, finance External: Employers, marketing agencies, press and media outlets
Staff Reporting to Post holder
Graphic Designer (Apprenticeships)

NAME OF CONTACT FOR QUERIES:

Mrs. Sue Cronin
 Director of Apprenticeships
cronins@hope.ac.uk

CONDITIONS OF SERVICE:

This post is based at the Hope Park Campus. However, you may be required to work in other areas of the University as and when required.

The post is a 12-month fixed term post in the first instance.

Salary scale for this post is £32,296 - £36,924 (Grade 6) per annum. New appointments will normally be made on the first incremental point of the advertised grade within the salary scale. In certain circumstances, it may be appropriate to offer a candidate a higher incremental point of the advertised grade. Factors which may be taken into consideration when deciding an appropriate starting salary include; previous relevant experience in relation to the role and person specification, consideration of the current salary of the successful candidate (where this can be confirmed by documentary evidence or a reference from the existing employer), consideration of Equal Pay legislation and external market factors. A higher salary should not be offered purely on the fact that it has been requested. Any starting salary above the first incremental point of the advertised grade must be justified and supported by evidence. Salary is payable monthly in arrears by bank giro credit on and around the 20th of each month.

The annual leave runs from 1st September to 31st August. Holiday entitlement is 30 days per year plus statutory Public Holidays and Liturgical days. This entitlement is pro-rated for part-time staff.

PERSON SPECIFICATION

Methods of assessment

Application form (A)

Interview (I)

Presentation (P)

Educational Requirements	Essential (E)/Desirable (D)	Method of assessment
Degree or Equivalent or significant equivalent professional experience	E	A
A professional or post graduate qualification in a relevant discipline	D	A
Skills, Knowledge and Experience	Essential (E)/Desirable (D)	Method of assessment
Project management skills	E	A/I
Experience of working in a marketing role in a busy environment	E	A/I
Ability to build strong relationships with a wide variety of key stakeholders, both internal and external	E	A/I
Experience of developing, tracking and reporting on campaigns	E	A/I
Understanding of Search, SEO and Google Analytics	E	A/I
Experience of marketing in higher education and/or knowledge of the sector	D	A/I
Experience of working across the full marketing mix, including digital and social media, targeting different audiences to meet targets	E	A/I
A track record of delivering effective, integrated marketing projects in business-to-business markets to meet clear KPI's	E	A/I
Excellent verbal and written communication skills, with good attention to detail and an ability to write, edit copy and present to a variety of audiences.	E	A/I
Understanding of GDPR and compliance	E	A/I
Excellent IT skills	E	A/I
Ability to plan and organise workloads to meet deadlines	E	A/I

Any other requirements	Essential (E)/Desirable (D)	Method of assessment
Flexible, well organised and adaptable approach to work	E	A/I
Commitment to equality, diversity and inclusion policies and objectives	E	A/I

FURTHER INFORMATION

Liverpool Hope University has two main teaching campuses – Hope Park in the Liverpool suburb of Childwall and the city centre Creative Campus.

We have invested more than £60 million in buildings and equipment over the past eight years and we are proud of our campuses. Stunning listed buildings sit alongside modern architecture, and with beautiful gardens and facilities, which make Liverpool Hope University a unique place to work and study.

Mission and Values

Liverpool Hope University is an ecumenical Christian Foundation, which strives:

- to provide opportunities for the well-rounded personal development of Christians and students from other faiths and beliefs, educating the whole person in mind, body and spirit, irrespective of age, social or ethnic origins or physical capacity, including in particular those who might otherwise not have had an opportunity to enter higher education;
- to be a national provider of a wide range of high quality programmes responsive to the needs of students, including the education, training and professional development of teachers for Church and state schools;
- to sustain an academic community, as a sign of hope, enriched by Christian values and worship, which supports teaching and learning, scholarship and research, encourages the understanding of Christian and other faiths and beliefs and promotes religious and social harmony;
- to contribute to the educational, religious, cultural, social and economic life of Liverpool, Merseyside, the North-West and beyond.

Liverpool Hope's Values

Hope strives to meet the following values, which are integral to the fulfilment of its Mission:

- be open, accessible and inclusive,
- take faith seriously, being fully Anglican, fully Catholic, fully ecumenical, fully open to those of all faiths and beliefs,
- be intellectually stretching, stimulating, challenging,
- be hospitable, welcoming, cheerful, professional, full of Hope; creating supportive communities in aesthetically pleasing environments,
- be well-rounded, holistic, integrated, a team, a community of communities, collaborating in wider partnerships.

Equality and Diversity

Consistent with its Mission, Liverpool Hope strives to be a university where the individual and individuality matter. We hold students, staff and visitors in high regard and we seek to foster a working and learning environment that recognises and respects difference. All staff are expected to comply with the University's Equality and Diversity policies in the performance of their duties.

Health and Safety

Liverpool Hope University is committed to ensuring the health, safety and welfare of all staff at work and of students, visitors and others by continuous improvement in standards of health and safety. All staff are expected to comply with the University's Health and Safety policies in the performance of their duties.

Sustainability

Liverpool Hope University is committed to enhancing the quality of its environment for its staff and students working and living at the University and the wider community; and aims to manage its operations in ways that are environmentally sustainable, economically feasible and socially responsible. All staff are expected to work in accordance with, and promote the University's sustainability practices.

Benefits of working at Liverpool Hope University

Liverpool Hope offers its employees a full range of benefits:

Pay and pensions

- Competitive rates of pay defined using the HERA job evaluation scheme
- Pension schemes with generous employer contributions

Home and Family

- Generous Annual Leave Arrangement
- Opportunity for flexible working arrangements
- Help with childcare costs

Training and Development

- Induction training for all new staff
- Opportunities to participate in overseas exchange with Erasmus Staff Mobility
- Staff development opportunities

Health and Well-being

- Hope Park Sports fitness suite and classes with discounted membership
- A range of food outlets with healthy eating options
- Staff counselling service
- Staff cycle scheme
- Support with lifestyle changes
- A range of social activities and groups
- On-site chapel, multi-faith prayer room and Chaplaincy
- Eye testing scheme

We also provide a variety of staff discounts ranging from reduced price Theatre tickets to discounts on beauty treatments.

Library services

Liverpool Hope's Library Service provides access to a wide-ranging collection of physical and online resources to support learning and research. The service also provides different types of study space across both campuses to support the wide range of learning styles and needs, from individual study rooms to group spaces, and from silent study to more relaxed social learning.

Car Parking

All users of university car parks are required to pay for their use. The University has a scalable charging system for annual permits and pay and display facilities for occasional users.

We recruit staff nationally and internationally as we seek out the best to help build Hope for the future. If you join us, you will be doing so at an exciting and challenging time as we work to build a liberal arts inspired university of distinction in the UK.

Useful Links

www.hope.ac.uk/lifeathope/welcome

www.hope.ac.uk/personnel

www.hope.ac.uk/jobs

www.hope.ac.uk/gateway/staff/staffdevelopment/newinternationalstaff

www.hope.ac.uk/media/liverpoolhope/contentassets/media,42616,en.pdf

How to Apply

You can download the application form by the links below, or request a hard copy by emailing jobs@hope.ac.uk. You must return a Personal Details form (pages 1-3 or 1-4, depending on the version) and a Work History form (pages 4-8 or 5-8, depending on the version) for your application to be accepted.

<https://www.hope.ac.uk/aboutus/jobopportunities/howtoapply/>

