

Summary

Job title	Marketing Coordinator
Division	University Administration and Services
Department	Estates Services, Facilities Management
Location	Any venue within the Oxford University Event Venues portfolio
Grade and salary	Grade 5: £30,259 - £35,466 per annum
Hours	Full time (36.5 hours per week) with the requirement for occasional paid overtime or time off in lieu
Contract type	Permanent
Reporting to	Head of Oxford University Event Venues
Vacancy reference	174381
Additional information	<p>This role will involve working from various locations in and around Oxford city centre.</p> <p>Occasional evening and weekend working may be required with advanced notice and overtime pay or time off in lieu provided.</p> <p>Hybrid working is available, but needs to be flexible depending on business needs.</p>

The role

Oxford University Event Venues (OUEV) is a business unit within Estates Services Strategic Facilities Management. OUEV have a portfolio of unique and diverse venues across the city, which are available to hire for events. At the current time, this includes the Examination Schools, the Sheldonian Theatre, St Luke's Chapel and Osler House with the potential for further venues to join the portfolio in the near future. OUEV typically generate revenue in excess of £2m per annum with its existing venues and service which is predicted to rise to £3m owing to planned expansion of the business unit. Alongside revenue generating events, OUEV support a range of University activities such as teaching, assessment and ceremonial events. In addition, the Sheldonian Theatre operates as a visitor destination which is a developing revenue stream for OUEV. Further information about OUEV can be found at <http://www.venues.ox.ac.uk/>

The core purpose of the Marketing Coordinator is to coordinate and carry out the marketing, engagement and design activities for OUEV across all services; venue hire, visitor destination operations, and support to internal event customers. This will include for example; creating and curating engaging visual and written content for social media, newsletters, website and promotional materials and working with partner organisations to maximise opportunities for OUEV. The post holder will work closely with the Head of OUEV and management team on strategy development and implementation. This role provides a key support function across the whole team, and will be required to develop a sound knowledge of OUEV's operations and aspirations in order to do this effectively.



Responsibilities

Planning & strategy

- Contribute to the development and ongoing review of the marketing strategy, identifying regular activities, targeted, and broader campaigns.
- Maintain the marketing planner accurately and regularly to ensure tasks are closely monitored and carried out.
- Monitor, collate and analyse performance metrics to report on effectiveness of marketing tactics to the wider team, identify areas for improvement and implement strategies to increase engagement and reach.
- Monitor and review customer feedback with management team to identify trends, and stop, start and continue activities.
- Gather marketplace data, monitor industry trends and conduct competitor research to assist the Head of OUEV and management team to establish effective marketing strategies.
- Support business development within OUEV e.g. the onboarding of new venues and development of new products and services.
- Develop and execute engaging social media marketing campaigns for OUEV audiences across all channels (currently Instagram, Facebook and LinkedIn) and manage the accounts accordingly.

Design & asset creation

- Design and create engaging visual and written content for use across multiple platforms such as social media, newsletters, e-shots, website, posters, menus and other materials in line with the OUEV brand.
- Collaborate with the OUEV team to design and manage regular and ad-hoc promotional offers across all venues and services.
- Write and maintain copy for the website and other digital and printed marketing materials.
- Develop and manage a bank of outstanding visual resources for marketing and promotional purposes.
- Tweak and adapt currently existing designs and construct new templates.
- Provide proof reading services for the team.

Stakeholders & engagement

- Organise in house promotional events such as networking opportunities, familiarisation visits, showcases, public engagement events etc
- Grow excellent working relationships with colleagues, customers, stakeholders other University and College venues and partners.
- Engage with marketing partner organisations to maximise promotional opportunities and provide content as required for use on their platforms.
- Liaise with industry press to promote OUEV externally.
- Collaborate with the Estates Services Communications team who provide central support for website updates, newsletter publication and internal University communications.
- Collaborate with other University and College venues, and external parties as appropriate for mutual benefit.
- Develop a network of marketing professionals internally and externally to support effectiveness in the role and personal development.

Knowledge & expertise

- Be the team marketing expert, and be able to provide support, training and guidance to colleagues as required.
- Develop a sound knowledge of OUEV, it's venues, products, services and customers in order to effectively support the team.
- Stay up to date with industry trends, best practices, and new marketing and sales tools and technologies, developing personal expertise of marketing within the relevant context (i.e. venue hire and visitor destination operations within heritage venues and the higher education sector).
- Develop guidelines to enable the wider team to support marketing activity as required

Other

- Be willing and able to support OUEV operationally with venue hire and visitor destination operations as business needs dictate.
- Proactively seek out, and engage with personal development opportunities.
- Be responsible for personal time management and prioritisation of workload.
- Carry out any other duties commensurate with the grade of role as directed by senior colleagues.

Selection criteria

Essential selection criteria

- Educated to A-level or equivalent professional experience.
- Experience in a marketing / engagement / communications role, or role with a substantial component in this field.
- Experience of writing effective marketing communications for a range of audiences and communications channels.
- Experience in creating and curating engaging content for a variety of audiences and purposes.
- Exceptional visual skills with an understanding of key design principles: photography, typography, layout, colour, and the importance of brand and visual identity.
- High level of IT literacy with competence, or the ability to swiftly become competent, in relevant software, systems and programs e.g. Microsoft Office, Canva, Mosaic, Adobe InDesign, Photoshop and Illustrator, CRM software packages, web analytics and Google AdWords.
- Effective written and verbal communication skills with people at all levels and the ability to speak publicly at events.
- Experience in utilising social media for business, specifically Instagram, Facebook and LinkedIn, including proficiency in using social media management and scheduling tools.
- Exceptional level of accuracy and attention to detail in all elements of work
- High level of creativity, innovation, enthusiasm.
- Experience of working in a fast-paced environment.
- Ability to adapt to workplace change and development within a culture of continuous improvement.
- Strong organisational and time management skills.
- A commitment to quality and pride in what you do.
- Capable of working well as part of a team and on your own initiative.
- Flexible approach with availability to work across various locations with very occasional evening and weekend working.

Desirable selection criteria

- A relevant marketing or graphic design qualification. Industry experience within event venues and / or visitor destinations.
- Experience in organising events.
- Experience working with historical and listed buildings.
- Experience in the higher education sector.
- Experience with research methods using data analytics software.

Pre-employment screening

Standard checks

If you are offered the post, the offer will be subject to standard pre-employment checks. You will be asked to provide: proof of your right-to-work in the UK; proof of your identity; and (if we haven't done so already) we will contact the referees you have nominated. If you have previously worked for the University we will also verify key information such as your dates of employment and reason for leaving your previous role with the department/unit where you worked. You will also be asked to complete a health declaration so that you can tell us about any health conditions or disabilities for which you may need us to make appropriate adjustments.

Please read the candidate notes on the University's pre-employment screening procedures at: <https://www.jobs.ox.ac.uk/pre-employment-checks>

Hazard-specific / Safety-critical duties

This job includes hazards or safety-critical activities. If you are offered the post, you will be asked to complete a health questionnaire which will be assessed by our Occupational Health Service, and the offer of employment will be subject a successful outcome of this assessment.

The hazards or safety-critical duties involved are as follows:

- Night working (11pm-6am)
- Regular manual handling
- Open food handling

About the University of Oxford

Welcome to the University of Oxford. We aim to lead the world in research and education for the benefit of society both in the UK and globally. Oxford's researchers engage with academic, commercial and cultural partners across the world to stimulate high-quality research and enable innovation through a broad range of social, policy and economic impacts.

We believe our strengths lie both in empowering individuals and teams to address fundamental questions of global significance, while providing all our staff with a welcoming and inclusive workplace that enables everyone to develop and do their best work. Recognising that diversity is our strength, vital for innovation and creativity, we aspire to build a truly diverse community which values and respects every individual's unique contribution.

While we have long traditions of scholarship, we are also forward-looking, creative and cutting-edge. Oxford is one of Europe's most entrepreneurial universities and we rank first in the UK for university spin-outs, and in recent years we have spun out 15-20 new companies every year. We are also recognised as leaders in support for social enterprise.

Join us and you will find a unique, democratic and international community, a great range of staff benefits and access to a vibrant array of cultural activities in the beautiful city of Oxford.

For more information, please visit www.ox.ac.uk/about/organisation.

Estates Services Facilities Management

The team is comprised of over 150 staff with an annual budget of circa £18m. Facilities Management manage around 25% of the University's estate. Annually, the work of the ESTATES SERVICES FM team continues to experience significant growth, with the current position showing an increase of around 35% in just two years. Continued growth is expected.

To support this our business is structured into clearly defined units, these aim to deliver quality, compliant, financially efficient and sustainable services to the University. They also aim to help drive continuous improvement, supporting and setting strategic direction for our 150 staff, ensuring opportunity for learning, development and growth of our teams and services.



- **FM Operations** : Operational delivery of services to FM managed buildings
- **FM Contracts**: Major university-wide service contracts i.e. catering, waste, cleaning and security
- **Shared FM Services**: University-wide shared services including University Mail Service, Joinery Service, Print Studio, Card Office, FM Helpdesk and Reception Services.
- **Oxford University Event Venues**: event venue services to internal and external commercial events along with a range of University events and activities across a portfolio of five venues.

Estates Services

Estates Services is responsible for the management and strategic direction of Oxford University's functional and commercial estate within Oxfordshire. This comprises some 450 buildings and the infrastructure associated with them. Estates Services has a broad and diverse remit covering:

- Development of the University's Estate Strategy
- Management of the University's functional estate (which includes laboratory and teaching facilities, offices, museums, and libraries) and housing for graduate students and staff;
- Facilities Management for a growing number of University buildings
- Management of the University Parks and Wytham Woods
- Management of the University's commercial, agricultural and residential land and property assets
- The development of all capital building projects, running at around £60m - £90m per annum
- Repairs and maintenance of buildings and infrastructure (except IT and Telecoms)
- Programmes of refurbishment, replacement and minor works
- Reactive maintenance via the Helpdesk
- Environmental sustainability
- Space management and maintenance of space and property records
- Maintenance of a safe and secure physical environment for staff, students and visitors by Security Services.

For more information please visit: <http://www.admin.ox.ac.uk/estates>

University Administration and Services

University Administration and Services (UAS) is the collective term for the central administrative departments of the University. UAS comprises structures to:

- support the University's core academic purposes of teaching, learning and research;
- Ensure the University can meet the requirements of government, funding bodies and other external agencies; and facilitate the attainment of the objectives set out in the University's Strategic Plan.

The offices of the UAS sections are spread across the city centre, with the main University Offices located in Wellington Square. For more information please visit: <http://www.admin.ox.ac.uk/>

How to apply

Applications are made through our online recruitment portal. Information about how to apply is available on our Jobs website <https://www.jobs.ox.ac.uk/how-to-apply>.

Your application will be judged solely on the basis of how you demonstrate that you meet the selection criteria stated in the job description.

As part of your application you will be asked to provide details of two referees and indicate whether we can contact them now.

You will be asked to upload a CV and a supporting statement. The supporting statement must explain how you meet each of the selection criteria for the post using examples of your skills and experience. This may include experience gained in employment, education, or during career breaks (such as time out to care for dependants)

Please upload all documents **as PDF files** with your name and the document type in the filename.

All applications must be received by **midday** UK time on the closing date stated in the online advertisement.

Information for priority candidates

A priority candidate is a University employee who is seeking redeployment because they have been advised that they are at risk of redundancy, or on grounds of ill-health/disability. Priority candidates are issued with a redeployment letter by their employing department(s).

If you are a priority candidate, please ensure that you attach your redeployment letter to your application (or email it to the contact address on the advert if the application form used for the vacancy does not allow attachments).

If you need help

Application FAQs, including technical troubleshooting advice is available at: <https://staff.web.ox.ac.uk/recruitment-support-faqs>

Non-technical questions about this job should be addressed to the recruiting department directly uashr@admin.ox.ac.uk

To return to the online application at any stage, please go to: www.recruit.ox.ac.uk.

Please note that you will receive an automated email from our online recruitment portal to confirm receipt of your application. **Please check your spam/junk mail** if you do not receive this email.

Important information for candidates

Data Privacy

Please note that any personal data submitted to the University as part of the job application process will be processed in accordance with the GDPR and related UK data protection legislation. For further information, please see the University's Privacy Notice for Job Applicants at: <https://compliance.admin.ox.ac.uk/job-applicant-privacy-policy>. The University's Policy on Data Protection is available at: <https://compliance.admin.ox.ac.uk/data-protection-policy>.

The University's policy on retirement

The University operates an Employer Justified Retirement Age (EJRA) for very senior research posts at **grade RSIV/D35 and clinical equivalents E62 and E82** of 30 September before the 70th birthday. The justification for this is explained at: <https://hr.admin.ox.ac.uk/the-ejra>.

For **existing** employees on these grades, any employment beyond the retirement age is subject to approval through the procedures: <https://hr.admin.ox.ac.uk/the-ejra>.

There is no normal or fixed age at which staff in posts at other grades have to retire. Staff at these grades may elect to retire in accordance with the rules of the applicable pension scheme, as may be amended from time to time.

Equality of opportunity

Entry into employment with the University and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each particular post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. No applicant or member of staff shall be discriminated against because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.

Benefits of working at the University

Employee benefits

University employees enjoy 38 days' paid holiday, generous pension schemes, flexible working options, travel discounts including salary sacrifice schemes for bicycles and electric cars and other discounts. Staff can access a huge range of personal and professional development opportunities. See <https://hr.admin.ox.ac.uk/staff-benefits>

Employee Assistance Programme

As part of our wellbeing offering staff get free access to Health Assured, a confidential employee assistance programme, available 24/7 for 365 days a year. Find out more <https://staff.admin.ox.ac.uk/health-assured-eap>

University Club and sports facilities

Membership of the University Club is free for University staff. It offers social, sporting, and hospitality facilities. Staff can also use the University Sports Centre on Iffley Road at discounted rates, including a fitness centre, powerlifting room, and swimming pool. See www.club.ox.ac.uk and <https://www.sport.ox.ac.uk/>.

Information for staff new to Oxford

If you are relocating to Oxfordshire from overseas or elsewhere in the UK, the University's Welcome Service includes practical information about settling in the area, including advice on relocation, accommodation, and local schools. See <https://welcome.ox.ac.uk/>

There is also a visa loan scheme to cover the costs of UK visa applications for staff and their dependants. See <https://staffimmigration.admin.ox.ac.uk/visa-loan-scheme>

Family-friendly benefits

We are a family-friendly employer with one of the most generous family leave schemes in the Higher Education sector. Our Childcare Services team provides guidance and support on childcare provision, and offers a range of high quality childcare options at affordable prices for staff. In addition to 5 University nurseries, we partner with a number of local providers to offer in excess of 450 full time nursery places to our staff. Eligible parents are able to pay for childcare through salary sacrifice, further reducing costs. See <https://childcare.admin.ox.ac.uk/>. We also subscribe to the Work+Family Space, a service that provides practical advice and support for employees who have caring responsibilities for dependants of all types. See <https://hr.admin.ox.ac.uk/my-family-care>

Supporting disability and health-related issues (inc menopause)

We are committed to supporting members of staff with disabilities or long-term health conditions, including those experiencing negative effects of menopause. Information about the University's Staff Disability Advisor, is at <https://edu.admin.ox.ac.uk/disability-support>. For information about how we support those going through menopause see <https://hr.admin.ox.ac.uk/menopause-guidance>

Staff networks

The University has a number of staff networks including for research staff, BME staff, LGBT+ staff, disabled staff network and those going through menopause. Find out more at <https://edu.admin.ox.ac.uk/networks>

The University of Oxford Newcomers' Club

The University of Oxford Newcomers' Club is run by volunteers that aims to assist the partners of new staff settle into Oxford, and provides them with an opportunity to meet people and make connections in the local area. See www.newcomers.ox.ac.uk.

Research staff

The Researcher Hub supports all researchers on fixed-term contracts. They aim to help you settle in comfortably, make connections, grow as a person, extend your research expertise and approach your next career step with confidence. Find out more <https://www.ox.ac.uk/research/support-researchers/researcher-hub>

Oxford's Research Staff Society is a collective voice for our researchers. They also organise social and professional networking activities for researchers. Find out more <https://www.ox.ac.uk/research/support-researchers/connecting-other-researchers/oxford-research-staff-society>