



**NORWICH  
UNIVERSITY  
OF THE ARTS**

**Marketing  
Coordinator**

[norwichuni.ac.uk](http://norwichuni.ac.uk)

We are one of the great British art schools: a specialist creative arts university that draws on 175 years of history, with our focus on the future and the role of creativity in addressing global challenges and opportunities.



For further information on Norwich University of the Arts and our Community please visit [www.norwichuni.ac.uk](http://www.norwichuni.ac.uk)

We celebrate diversity and believe it to be at the core of any creative endeavour. Whatever your background, identity and prior experience, wherever you are from, we want you to bring your whole self to work each day, in an environment that recognises your unique contribution.

In choosing to work at Norwich University of the Arts, you will join a community of creative academics, technicians and professional experts who are committed to delivering exceptional Creative Arts Education, Research and Knowledge Exchange. You will work in a stimulating and critically engaged workplace, where the creativity of all our students will develop because of your commitment.

We are renowned for our teaching quality. We have been awarded Gold in the Teaching Excellence Framework (TEF) with the highest possible rating. We are the only creative arts and design university with a triple gold TEF rating.

We are in the Top 10 for Teaching Quality in the 2022 Sunday Times Good University Guide. We are the highest climber in the Complete University Guide 2023 – the highest-ranked specialist creative arts university outside London and were named University of the Year for Student Retention by the Sunday Times 2020 Good University Guide for the support we offer from pre-enrolment to post-graduation.

You will work in the heart of Norwich. We are proud of our award-winning campus, which has played a pivotal role in regenerating an exciting quarter of the city.

Our 21st century teaching spaces and workshops are housed in renovated buildings with Medieval, Victorian and Edwardian heritage. Norwich University of the Arts won the Outstanding Estates Strategy Award at the 2018 Times Higher Leadership and Management Awards.

In support of its new Strategy, the University has recently acquired a new building in the heart of Norwich. Bank Plain, a former bank, is an additional 37,000 sq. ft of space and an ambitious commitment to being a high profile, civic university championing the creative arts.

Ninety-four per cent of our graduates are in work or further study six months after graduation, and Norwich University of the Arts won a Guardian University Award for Employability and Entrepreneurship in 2019 for our innovative 'gamification' of careers advice. You will find our graduates in key positions across and beyond the creative sector and industries.

There are of course Oscar nominees and BAFTA winners, but also rising stars who are honoured across the creative industries: from D&AD Pencil winners, to emerging fine artists, photographers and fashion designers.

We understand that making career choices requires careful consideration. We hope that as you learn about us you will be inspired by our ambitions for the future.

**Professor Simon Ofield-Kerr,  
Vice-Chancellor**



## Committed to equality and valuing diversity

Norwich University of the Arts is committed to being an inclusive community that offers equality of opportunity and enables our staff and students to flourish and succeed, regardless of their background or personal circumstances.

Our commitment to equality, diversity and inclusion is embedded in everything that we do. We celebrate the diversity of our backgrounds, cultures and actions, promoting art and design as a catalyst of social change.

As such, we are champions for the creative arts; empowering all of our students to be valued and productive members of society, with ambitions to change the world.



A BA (Hons) Film and Moving image Production student setting up in the Sir John Hurt Film Studio

Situated in the historic city centre of Norwich, with an impressive estate that encompasses both historic buildings and brand-new state of the art facilities, the University is a vibrant community that forms the beating heart of the city and region's arts and cultural worlds.

## **Marketing Coordinator**

### Full-time

37 hours per week for 52 weeks per year

### Salary

From £27,344 to £31,387 per annum, increasing to between £27,644 and £31,637 per annum from 1<sup>st</sup> March 2025.

### **Closing date for applications:**

12<sup>th</sup> January 2025 11.59pm

### **Interviews will be held on:**

28<sup>th</sup> and 29<sup>th</sup> January 2025

An exciting opportunity has arisen within the Marketing team of Norwich University of the Arts for a Marketing Coordinator. As a member of the Marketing team, you will need to be a professional, efficient and accurate co-ordinator of marketing activities, as well as an enthusiastic team player, able to turn your hand to the many different aspects of the role. This is a great opportunity to join one of the UK's top Creative Arts universities.

The Marketing team sits within the busy Marketing and Student Recruitment department, which is responsible for raising the profile of Norwich University of the Arts as well as promoting the University to prospective students across the UK and internationally.

The successful candidate will be part of the team and will need strong administration, organisational and project management skills. You will be helping to coordinate key marketing activities such as campus filming, competitions, institutional events and communications, alongside general administrative support to the Director of Marketing and Student Recruitment and the Marketing team.

Educated to degree level or equivalent, you will have excellent communication skills, a proven record of working effectively within a team, prioritising a varied workload with many deadlines, together with the professional attitude needed to manage important internal and external stakeholders.



## Job Description

# Marketing Coordinator

Reporting to: Head of Marketing,  
Digital and Brand

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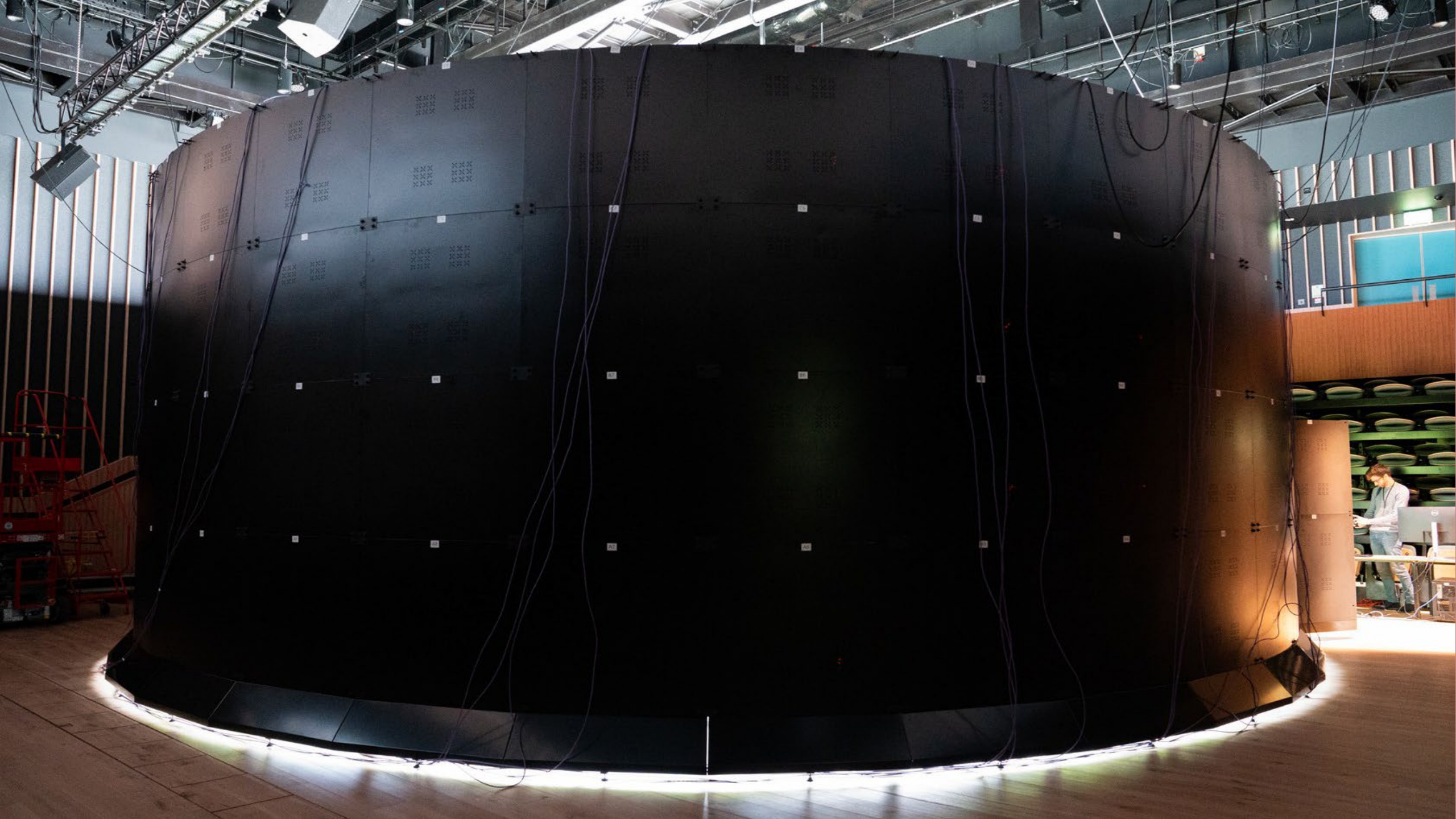
## Job Purpose

To provide co-ordination of marketing activities, along with general administrative support to the Director of Marketing and Student Recruitment and the Marketing team.



## Main Responsibilities

- Coordinating marketing activities, including campaigns, film projects, merchandising, social media, project briefs, student surveys, and general support on marketing activities and projects as required
- Develop communications and support for institutional events, including Graduation, VC Talks, end of year shows, Graduate Fashion week, campaign-based events and exhibitions, as well as maintaining the events inventory
- Organising and refreshing the marketing image library
- Administrative support to the marketing team including monitoring calls and emails to the central marketing inboxes, responding to enquiries and managing the marketing briefing system
- Support departmental purchasing, monitoring expenditure of department petty cash on a regular basis, reconciling credit card, managing web domains and renewals, and raising contracts as required
- Coordinate press and media contacts, process, sending copy and updating success documents and press coverage book
- Liaise with other members of the team to support social, the creation of designed assets, ambassador scheduling and website content for marketing and university wide projects.
- Support the delivery and coordination of marketing and University events, for example Open days, Beyond the Frame, Grad Showcase etc
- Ensure that all work is produced to a professional standard, ensuring accuracy and attention to detail in all work, and that all deadlines are met, and work is completed in a timely manner
- Deliver professional, efficient and accurate administrative support for the Director of Marketing and Student Recruitment, organisation of meetings, arrangements for official visits and travel
- As required, represent the Marketing Team during internal and external meetings
- Due to the nature of the work of the department, flexibility with hours will be required.



# Person Specification

## Essential

- Educated to degree level or equivalent
- Strong project managing skills in delivering marketing campaigns and activities, both digital and traditional
- Experience of building positive working relationships with both internal and external stakeholders
- A team player with first-rate interpersonal skills and the ability to communicate effectively and assuredly
- Excellent oral and written communication skills, including experience of writing copy appropriate to the audience and platform, with strong proofing skills and attention to detail
- Strong knowledge of Office 365, including Outlook, Teams, PowerPoint, Excel, and Word
- Hands-on working knowledge of email systems and databases
- Superb organisational and administrative skills, with an appetite to improve processes and systems
- Confidence to make independent decisions within the confines of role responsibilities, as well as the flexibility to work as part of a team
- An admirable ability to deliver on multiple projects within similar deadlines

## Desirable

- Knowledge of Adobe Creative Suite
- Understanding of Higher Education and student recruitment cycles

# Further Information

## **Equality, Diversity and Inclusion**

It is important that our University community supports our policy on equality, diversity and inclusion and that each of us reflects this in the way that we work.

## **Health and Safety**

We are all responsible for helping to make the University a safe and healthy place to work and study, ensuring that we are compliant with our Health and Safety Policy.

## **Policies and Procedures**

We should keep up to date with the University's policies and processes which are usually available on our intranet, reflecting these in the way that we work.

## **Staff Development**

Our performance and development activities include appraisal and development reviews, participation in learning and development, and a personal responsibility to maintain our own subject knowledge.

## **Confidentiality**

We must maintain appropriate confidentiality in relation to our work and that of the University.

## **Variation to Job Description**

We may vary your duties and responsibilities outlined in the job description to reflect the changing needs of the University.





# General Information

## Terms and Conditions of Appointment

On appointment, you will receive a full statement of terms and conditions for your role.

## Duties

Your duties and responsibilities are outlined in the job description

## Starting Date

This post is offered on an indefinite basis to commence as soon as you are available.

## Hours of Work

The standard hours of work are 37 hours per week.

## Salary

This post is on an incremental salary scale. The salary for this post is Grade 5, which is from £27,344 to £31,387 per annum, increasing to between £27,644 and £31,637 per annum from 1st March 2025.

## Annual Leave

Your annual holiday entitlement will be 26 days rising to 28 days after 3 years' service and 30 days after 5 years' service, plus 8 statutory days (pro rata). In addition, the University may grant 4 or 5 concessionary days leave per year when the University is closed.

## Pension

Employees have the benefit of joining the Local Government Pension Scheme, a defined benefit pension scheme which builds up a pension on a "Career Average" salary basis to which the University currently contributes an additional 24.4%.

As a member of the scheme, you would be provided with a secure future retirement income, independent of share prices and stock market fluctuations. There is also cover in the event of early retirement on the grounds of permanent ill-health, redundancy or business efficiency. Plus you have the option, on retirement, to exchange part of your pension for some tax-free cash.

From the moment you join, the benefits of the pension scheme also include life cover and family benefits for partners and children in the event of your death.

As a member of the Local Government Pension Scheme you have the security of these valuable benefits at a relatively low cost to you. You can find out more about the pension scheme by visiting the Norfolk Pension Fund website at <https://www.norfolkpensionfund.org>

## Interview Expenses

Reasonable travel and incidental expenses will be reimbursed when agreed in advance in line with the University's Candidate Interview Expenses Guidelines which are available on request.

## Offers of Employment

All provisional offers of employment are subject to evidence of eligibility to work in the UK, verification of qualifications, satisfactory references and medical assessment process.

If you are unsure of your right to work in the UK you can use the Gov.uk visa checking tool to establish your eligibility and options relating to visas.

Please be aware that all visa routes have their own eligibility criteria and not all roles/applicants will be eligible for sponsorship under the Skilled Worker visa route

## Referees

References will not normally be taken up unless a provisional offer of employment is made. All offers of employment are subject to receipt of satisfactory references covering current or most recent employment and the past three years of work.



Students in the control room of The Sir  
John Hurt Film Studio in Boardman House

# Application and Recruitment Process

## Job Description and Person Specification

Within this pack you will find the job description and person specification for the post for your consideration before you complete your application form.

The Job Description provides information about the main duties and responsibilities for the position. It also explains the purpose of the post.

The Person Specification sets out the experience, skills, abilities and characteristics to perform the duties in the job description.

We recognise that candidates may sometimes not meet all of our requirements. If you like what you've seen so far, we would still like to hear from you.

## Application Form

We ask that applicants complete the application form in full and as clearly as possible.

You may, if you wish, submit a CV with your application form. However, we are unable to accept CVs without a fully completed application form.

The application form is the first stage in the recruitment and selection process and is a key element in being short-listed for an interview and the possible offer of a job.

## Equal Opportunities Monitoring

As part of our commitment to equality, diversity and inclusion, we monitor the diversity of our workforce and applicants to help us review the effectiveness of our policies and procedures.

To help us with this, we ask that you complete the Equal Opportunities Monitoring section of the application form.

## Submission of Application Form

Please submit your completed application form to [jobs@norwichuni.ac.uk](mailto:jobs@norwichuni.ac.uk)

Please note that we can only accept application forms in either PDF or DOC format.

The closing date for this vacancy is:  
12<sup>th</sup> January 2025 11.59pm

We regret we are unable to accept late applications.

## Interview Arrangements

Interviews will normally be held on campus.

We will be in touch to let you know if you are shortlisted for interview.

The date of the interview will be:  
28<sup>th</sup> and 29<sup>th</sup> January 2025

Due to the high volume of applications we receive we are unable to provide you with feedback.

If you are shortlisted, we will ask you to provide us with evidence of your eligibility to work in the UK.

We would like to take this opportunity to thank you for your interest in this position and wish you success with your application.

If you have any queries regarding any aspect of the recruitment and selection process, please contact the Human Resources Team by emailing [jobs@norwichuni.ac.uk](mailto:jobs@norwichuni.ac.uk).



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