



JOB DESCRIPTION

1. JOB SPECIFICS	
Job Title:	Marketing Coordinator
Reports to:	Marketing Advancements & Services Manager
Location:	London or Birmingham
Department:	Marketing - Higher Education

2. ABOUT THE ROLE	
What you'll be doing?	<p>We're looking for an organised and ambitious individual with a drive to deliver high service levels. This is a hands-on role that will work in the Higher Education business with the Marketing Team to support the delivery of marketing materials and branded collateral across the business.</p> <p>The role will be varied, ensuring that marketing requests from internal departments are coordinated with the wider team and delivered on target.</p> <p>You will also be involved in the delivery of on-campus/in-centre marketing collateral alongside meeting any event and agent marketing requirements to ensure a level of consistency across all student touchpoints. You will have the opportunity to get involved in a variety of marketing projects and areas.</p>
Key Responsibilities	<ul style="list-style-type: none"> • Liaise with other members of the marketing team internally and briefing any external agencies as appropriate • Monitor stock levels of materials in-centre and ensure that these are replenished as required • Feed in to social media and campaign plans with supporting content from on campus • Proactively identify new collateral and material requirements • Support the development of engaging marketing messaging for key markets • Provide agent support where necessary
KPIs & SLAs	The role holder will have regular reviews with key annual objectives
Key Working Relationships	<ul style="list-style-type: none"> • Director of Marketing & Communications • Marketing Advancement & Services Team • Recruitment Team • Wider HE Marketing Team and QA Marketing Teams • Partner Marketing Teams • Recruitment and Conversion Teams • Third-party marketing agencies

3. ABOUT YOU	
Skills & Abilities	<ul style="list-style-type: none"> Ability to work in a fast-paced and high energy team environment A highly organised individual with the ability to manage a diverse workload A detail oriented approach with a thorough track record of proofreading and meticulous attention to detail Passionate about the customer and all elements of the customer experience Good written and verbal communication skills Deadline focused with ability to effectively manage your time and workload
Your Experience	<ul style="list-style-type: none"> Experience in delivery of marketing resources Demonstrable experience of producing print and online communications Experience of working with Adobe Suite would be advantageous (particular emphasis on InDesign and Illustrator) Experience of a CMS or Email platform (WordPress and Dotmailer ideally) would also be beneficial
Your Knowledge	<ul style="list-style-type: none"> General knowledge of Microsoft Office essential Understanding of marketing principles
Your Qualifications	<ul style="list-style-type: none"> Educated to degree-level in Marketing (or a related subject) or related Marketing qualification or experience advantageous
What you'll bring to QA	<ul style="list-style-type: none"> Should have a proactive approach to work with A willingness to learn and support the team A desire to deliver high quality work Would suit an ambitious individual with a desire to progress and take on more responsibility A positive outlook with a 'can do' attitude Passionate about marketing Innovative and imaginative A diligent individual Willingness to undertake DBS prior to starting

4. ABOUT QA	
About us	<p>We shape the next generation of technologists, leaders and innovators.</p> <p>By powering potential - the potential of over a quarter of a million learners a year. We empower them to push boundaries and thrive in the workplace.</p> <p>Why we do learning</p> <p>For over 30 years, we've worked in technology - where the impact of great learning is changing the world.</p> <p>A bold statement, but hear us out. We are right at the centre of a technological revolution. Devices are not just connecting people, cities and countries - they are connecting to each other, collecting data and using it to learn and make themselves better. Soon we will have cars that can drive themselves, fridges that make sure we never run out of milk and computers that can learn from their own mistakes.</p> <p>Driving this revolution? People.</p> <p>And this is where we come in.</p> <p>People advancing their knowledge in technology - to enrich society - build a new culture - better how we live our lives, and how we work together.</p> <p>People are learning to use technology to drive phenomenal change. This is our passion - powering their potential.</p>
We promise to be	<p>Bold</p> <ul style="list-style-type: none"> ○ Ambition is great. We set ambitious targets - holding ourselves and others to ever-higher standards. ○ We contribute (insightfully) to the debate inside and outside QA. ○ We move. Quickly. We respond to your needs - fast. <p>Collaborative</p> <ul style="list-style-type: none"> ○ We spend time getting to know you - our learners and our customers - to earn your trust. ○ We connect a solution to your problem - we have tonnes of different services to help you. ○ We're the positive person who actively gets stuck in to solving problems. <p>Progressive</p> <ul style="list-style-type: none"> ○ We embrace change - and support it. ○ We challenge ourselves to use the latest technologies and methods - no matter how out there. ○ We're curious - about what you do, about what the person next to you does, about our customers and our learners.

What's on offer?	<p>Learning is not just a service we provide, it's a way of life at QA, and we try to ensure that everyone has the opportunity to take advantage of our huge and varied range of learning and development options, so everyone is eligible for 3 Training Days every year, to focus on subjects they're interested in.</p> <p>We also know that many people like to "give back" and so we offer 2 paid Charity Days each year to support your chosen charity in whatever way you choose. And if you get involved in charity fundraising, QA will also double any sponsorship money raised, up to £250. This is over and above the charitable activities that we encourage through our annual QA fundraising drives - you can get involved with this as much or as little as you like. We see it as a great way to foster team building too.</p> <p>We all need to take time out to recharge our batteries from time to time and enjoy some down time, so we provide a fairly generous 25 days' holiday per annum (rising to 28 days after 5 years)- with the option to buy more if you wish.</p> <p>It's important, too, to plan for the future and ensure we are able to maintain the lifestyle we have worked so hard to achieve, once we retire from the hurly burly and slow down to enjoy our later years, so we offer a defined contribution pension plan.</p> <p>Then there are two of our core benefit offerings, not the most exciting, but we consider it important to ensure everyone has the peace of mind provided by Life Assurance (4x your basic salary) in the event that ill health, or worse, disrupts our plans.</p> <p>And finally, a few fringe benefits to assist with travel and lifestyle choices:</p> <ul style="list-style-type: none">○ Season ticket loan○ Corporate gym membership○ Cycle to work scheme
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