University of Edinburgh

Job Description Template

1. Job Details

Job title: Administrative Officer (CPD and Marketing)

School/Support Department: Education

Unit (if applicable): School Office

Line manager: School Administrator

2. Job Purpose

(Normally no more than 2 or 3 sentences)

To support the CPD and Marketing functions of the School; co-ordinating and promoting Continuing Professional Development markets for the School. To provide marketing support to the School, assisting the Director of Professional Development, Marketing and International affairs.

3. Main Responsibilities

(Normally between 4 and 10. Percentages should total at least 95% (and no more than 100%))

1. Co-ordinate and administer the CPD activities of the School, including preparing budgets and costings, liaising with Local Authorities to solicit CPD contracts; manage the organisation of conferences, short-courses etc to generate income for the School. 20

2. Support the Director of PDMI in the production of a School marketing plan. Provide advice and assist programme co-ordinators and staff with their marketing plans for student recruitment. Monitor the School’s marketing budget, providing up-to-date info to the Director of PDMI, to ensure no under or overspend at year end., and advise Director on most effective use of budget. 20

3. design and produce a range of publicity materials eg adverts, leaflets, posters, to promote the School’s activities and programmes both at home and abroad. Provide advice to the Director of PDMI and staff on design of such materials (including web-site) in order to utilise the University’s corporate image externally, and uniformity of School publicity materials. 20

4. Pro-actively service two school committees (CPD and Marketing); including preparation of papers and minuting meetings in accordance with Freedom of Information guidelines, and preparing reports on these for School Planning and Resources Committee. 5

5. Attend external exhibitions/conference/careers fairs, etc to promote the School’s activities, and plan School events to promote the School’s programmes, including local organisation of University Open Days for the School, and organise visits from international delegations as required. 10
6. Recording CPD, and Knowledge Transfer activities in the School, for HESA and SFC statistical returns. Ensuring that activities from all parts of the School are recorded and returned as appropriate. Liaise with OLL and the College Knowledge Transfer teams on behalf of the School.

7. Establish and maintain up-to-date records of CPD income and the split of income between Schools and Departments, to provide this information to the School's Finance officer for actioning. Provide forecasts of income to School Administrator and Finance officer to assist them in the preparation of annual budgets at School and sub-school level.

8. Ensure that the School Administrator is fully briefed on CPD and marketing activity to assist in the smooth running of the School.

9. Any other duties as directed by the School Administrator.

4. Planning and Organising
Prioritise and plan own workload around CPD events, planning calendar of CPD activities, (up to a year in advance), responding quickly to marketing needs for student recruitment when required by School Administrator and Head of School. Initiate CPD events. Forecast CPD income 12 – 18 months in advance to meet School budgetary needs.

5. Problem Solving
The post holder will be expected to assist in the formulation of marketing strategy, adverts, leaflets etc to meet student recruitment needs, and to assist in increasing student numbers where appropriate. The postholder will also be required to ensure good customer liaison and service for CPD activities, resolving disputes re fees, non-attendance, etc.

6. Decision Making
Pricing of CPD activities, and conference fees to maximise income, decide on most appropriate venues for events, design of promotional materials etc. Generate ideas for CPD activities in response to Local authority needs. Provide advice to the Director of PDMI on marketing expenditure; negotiating prices with suppliers, advertisers, etc.

7. Key Contacts/Relationships
Director of CPD/Marketing and Admin Officer, School staff including School Administrator, School Secretary, School Finance officer
University Finance Office, Printing Office, and preferred suppliers
Local Authority contacts and independent tutors providing CPD courses.
International Office staff, agents, British Council, SEED

8. Knowledge, Skills and Experience Needed for the Job
Degree or equivalent, preferably in Marketing or Media Studies
Proven track record with proven results in a marketing environment
Strong interpersonal skills
Ability to work independently or as part of a cohesive team to achieve stipulated objectives
Ability to write cogently
Strong IT skills, particularly MS office suite and knowledge of databases
Experience of working in an HE environment or the public sector preferred.
Experience of advert design and advertising, knowledge of University sector advertising

9. Dimensions
Provide administrative support to Director of PDMI, Organise and prioritise work for Senior Secretary providing support to postholder and Director. The CPD/Marketing officer and secretary co-ordinate all CPD provision activity for the School (£200K). Marketing budget of
£25K. The post holder therefore deals with all academic staff (ca120) who undertake CPD activity and with any academic staff member who requires marketing assistance.

10. Job Context and any other relevant information
Changing political landscapes and shifts in international competition can affect strategies, which can require a flexible and immediate response. The rapidly changing national educational priorities require and necessitate an on-going review of strategy along with changes to marketing activities.