

Job Description

Marketing and Communications Officer

Grade: 6

Department: Faculty of Population Health Sciences

Location: Bloomsbury

Reports to

Marketing and Communications Manager

Context

Ranked fourth in the world for public health (ShanghaiRanking's 2025), the UCL Faculty of Population Health Sciences is a global leader in public health research working across disciplines to unravel complex health challenges, while educating the next generation of public and global health leaders. Our exciting cross-disciplinary community encompasses eight institutes and schools, including the Global Business School for Health – the world's first business school dedicated to health. We offer a range of high-quality undergraduate, postgraduate and professional programmes in all areas of population health and clinical sciences.

Main purpose of the job

The Marketing and Communications Co-ordinator will support the execution of the Faculty marketing and communications strategy, which aims to raise awareness and reputation of the faculty and its departments as a leading hub for research and education in public health.

They will:

- Create high-quality, creative and strategically aligned content across a variety of formats and channels, including social media, website, email and print, liaising with external suppliers and content creators where relevant.
- Co-ordinate the delivery of an annual schedule of online and in person events, with a particular focus on prospective student events such as open days and taster lectures.

Duties and responsibilities

Marketing and Communications:

- Create high-quality, creative and strategically aligned content across a variety of formats and channels including social media, website, email and print, liaising with external suppliers and content creators where relevant.

- Co-ordinate and execute internal and external email communications including newsletters, event promotions, nurture and conversion campaigns, maintaining accurate content calendars and communications plans.
- Support the maintenance of the Faculty website and SharePoint site, including writing, editing and publishing content, ensuring it adheres to website best practice and digital accessibility legislation.
- Support the annual undergraduate and postgraduate prospectus copy call including working with academic colleagues to ensure content remains accurate and compliant with CMA guidelines.
- Collaborate with academic departments and wider UCL colleagues to identify and write engaging news stories that highlights our research impact.

Events:

- Co-ordinate the delivery of an annual schedule of online and in person events, with a particular focus on prospective student events such as open days, taster lectures and offer holder sessions.
- Co-ordinate event registration, engaging attendees through pre- and post-event communications.
- Co-ordinate operational event delivery, including room bookings, AV, catering, RSVP management and on the day logistics to ensure events are delivered to a high professional standard.
- Attend in person and online events as required.

Other:

- Bring a data driven approach to all areas of the role, supporting the creation of data analytics reports to assess activity effectiveness.
- Conduct ongoing market and competitor research, contributing to the development of new degree courses.
- Monitor and respond to enquiries in the Faculty Marcomms shared mailboxes, triaging queries to team members as required.
- Ensure all materials are in line with UCL's brand guidelines.

General

- Ensure all activities are GDPR, CMA and Public Sector Accessibility Regulation compliant.
- Follow and actively promote the UCL [Ways of Working](#).
- Takes responsibility to carry out duties in a way that embodies UCL's environmental and social sustainability values, actively supporting [UCL's Sustainability Strategy, policies and objectives](#) within the remit of their role.
- Carry out any other duties within the scope, spirit and purpose of the job as requested by the line manager.

- This job description may be reviewed and be subject to amendment in consultation with the post holder.
- UCL offers hybrid working where appropriate and the successful applicant may normally work remotely for up to 60% of the week if they wish, with a minimum of 40% on campus working required.
- This role may involve some work outside of core office hours, including attendance at evening and weekend events.

Person Specification

Note to job applicant: copy and paste the following criteria into your “Statement in support of your application” and describe underneath each criteria how you meet it, giving examples. You will be scored on how you meet each criteria.

Essential Criteria	Assessment method (Application form/ Interview / Practical Test)
Qualifications, experience and knowledge	
Demonstrated experience of implementing marketing and communications campaigns targeting a range of audiences.	Application
Experience of researching, writing, editing and proofreading for print and digital communications including writing for the web and social media.	Application
Experience of creating and editing website content through a Content Management System.	Application/Interview
Experience of implementing email communications and campaigns including audience segmentation.	Application/Interview
Experience of delivering a variety of in person and online events with good working knowledge of event planning, logistics and event management processes.	Application/Interview
An understanding of the impact of GDPR, CMA and Digital Accessibility on marketing and communications activity.	Application
Skills and abilities	
Exceptional writing skills and the ability to craft engaging, creative and compelling content for a range of audiences, with high levels of accuracy and attention to detail.	Application/Interview
Excellent organisation skills with the ability to prioritise work and meet deadlines.	Application/Interview
High level of digital literacy, including digital design tools and editing software e.g. Canva and Adobe Creative Suite.	Application
A committed team player with willingness to work collaboratively with colleagues and stakeholders at all levels, with equal ability to work independently where required	Application
Innovative thinking – always looking to challenge the work produced to ensure if it of exceptional quality.	Application
UCL Ways of Working	
Proactively work with other people, teams, partners and functions for the benefit of the wider institution.	Application
Desirable Criteria <i>[List one or two desirable criteria only, which are not essential for the job, and will only be scored if there is a tie break.]</i>	
Good understanding of the higher education landscape, policies, practices and procedures.	Application



Understanding of undergraduate and postgraduate student recruitment.	
Commitment to and knowledge of advancing equality, diversity and inclusion	Application