



Digital Marketing Associate – Maternity Cover

NMITE is an innovative new entrant in UK Higher Education with its eyes firmly on regional impact and a global reputation. We have ambitious aims to support lifelong learning in technology and engineering, to support industry and transform careers.

We are looking to recruit an experienced and dynamic Digital Marketing Associate (maternity cover – we welcome flexible working applications)

NMITE is committed to changing the face of integrated engineering education, so a can-do attitude is a must along with a solve it mindset and the ability to thrive in a fast-paced environment.

Duties Include:

- Working as part of a small dynamic team and reporting to the Marketing and Communications Lead, you will be responsible for developing, managing, implementing as well as performance tracking NMITE's digital marketing and student recruitment campaigns.
- To act as the main "press officer" for the institution, preparing press releases and digital communications (e.g. social media posts, blogs etc.)
- Monitoring the effectiveness and reach of communications activities
- Contribute to the development of the institution's brand, principally the "tone of voice" aspects which will be manifested in written communications
- Support colleagues in all other teams in planning and preparing communications to advance their strategic interests.
- Work with external agencies engaged to support NMITE to ensure that all work is coordinated, and that work undertaken by agencies is closely managed to ensure value for money and efficacy

Qualifications & Experience

Essential Requirements

- Experienced and dynamic Digital Marketing Associate with in-depth experience in digital campaign management, website content administration and creative design thereof.
- Proven experience in successfully designing and managing digital marketing campaigns and web-based content, across all the main stay digital platforms.
- Fully competent and well skilled in the use of the Adobe Creative Suites (or similar) and demonstrate sound competency in the planning, management, and creation of digital, social and web content; both written and illustrative.
- Team working skills.



- Ability to work in a diverse, resource constrained and challenging environment.
- The ability to relate to individual members of staff in a collegial, respectful way and to work effectively with a wide range of stakeholders across all levels, both internally and externally.

Cultural Alignment

- Equality focused.
- Inclusive
- Respectful
- Creative
- Honest
- Non-judgemental

Our offer

We offer competitive salaries and a competitive benefits package, including pension scheme, life assurance, 30 days holidays (pro rata) (plus Bank Holidays & closure days), ongoing training & development. Most importantly, NMITE offers a once in a lifetime opportunity to be part of something new. Working in the historic city of Hereford, you will be instrumental in developing a new way of educating engineers for the 21st Century. We offer you the opportunity to be the change that you want to see.

Location: Hereford

To apply

Please email a full CV and covering letter to vacancies@nmite.ac.uk. Your covering letter should outline how you meet the person specification.

Informal questions about the roles can be addressed to the HR Director, Samantha Lewis (Samantha.lewis@nmite.ac.uk).

NMITE is committed to promoting a diverse and inclusive community – a place where we can be ourselves and succeed on merit. Whilst all applicants will be judged on merit alone, we particularly welcome applications from groups currently underrepresented in engineering education.

The opening date for applications is Wednesday 10th November 2021. The closing date for completed applications is Friday 19th November 2021. Initial interviews will be held via TEAMS on 24th/25th November 2021. Final interviews will be held 29th/30th November 2021