
ROLE PROFILE and PERSON SPECIFICATION



Post Title	Marketing and Communications Officer
Remuneration	£24,005 - £32,182 (University of Gibraltar Administration Officer Grade)
Other Benefits:	Position is pensionable with employer contribution after successful probation
Probation	12 months
Base Location	Europa Point Campus, University of Gibraltar
Hours	37 hours per week
Annual Leave	25 days plus public holidays and University closure days
Responsible to	Marketing and Communication Manager

GENERAL

The University of Gibraltar is a not-for-profit independent tertiary institution established in Gibraltar under the University of Gibraltar Act 2015. Its principal mission is to respond to current societal needs as well as to shape personal and professional futures through the pursuit of education, training, and research. The University is committed to innovative partnerships with business, government, charitable foundations, healthcare and educational institutions.

ABOUT THE DEPARTMENT

The Marketing & Communication Team is responsible for the development and implementation of the University's marketing and communication strategy, the University brand and its reputation, as well as growing the University profile on a global stage and attracting students to the University.

MAIN DUTIES AND RESPONSIBILITIES

The Marketing and Communication Officer contributes to and supports the University's marketing and communication activities.

Reporting to the Marketing and Communication Manager, the post holder is responsible for updating the University website and developing marketing content including videos, photography, creative assets and digital materials as well as contributing to profile-raising events such as public lectures and networking events.

The role also assists with tracking of digital marketing and contributes to monthly KPI reports, provides creative, editorial and operational support for communications and marketing projects and helps circulate internal communication announcements.

Primary Functions

1. Support the delivery of multi-channel lead acquisition campaigns (paid social, search, and organic), that generate qualified student leads.
2. Maintain and optimise all admissions pages on the University website, ensuring application pathways and enquiry touchpoints are seamless, accurate and conversion-focused.
3. Maintain wider institutional website content, ensuring information remains accurate, compliant and regularly reviewed.
4. Contribute to the University's media and communications strategy and write press releases.
5. Create, source and publish content for digital communications platforms including website, email, and social media.
6. Plan, film and edit short-form social video content (Instagram Reels, TikTok) and student spotlight stories that build organic affinity and direct viewers to the university application forms.
7. Maintain email marketing automations and create regular email newsletters for the University's diverse stakeholders and target audiences.
8. Maintain the University's visual brand consistency utilising brand guidelines across all marketing collateral.
9. Produce and manage the University's communication and content calendar and assist with scheduling.
10. Contribute to regular KPI reports and use data to optimise marketing activities.
11. Liaise with external agencies and companies including creative agencies, print suppliers and media contacts as requested by line manager.
12. Assist in the logistical planning of events as well as the production of event-related content (e.g. photography, live updates etc.)

Secondary Functions

13. Actively promote the mission and values of the University.
14. Act ethically and uphold University's sustainability commitment at all times.
15. Work within the Health, Safety and Welfare at Work Act 1999; fulfilling the legal duty to take responsible care for own health and safety and others who may be affected by their actions.
16. Support the University's major events such as graduation day, public lectures, freshers' week, open days, applicant days, interviews, clearing and other key events.
17. Ensure that the highest standards of professional performance are maintained.
18. Promote equal opportunities, diversity and inclusion in the work of the University.
19. Ensure compliance with relevant legislation and statutory codes of practice, as advised.
20. Participate in the University's performance review and appraisal processes.
21. Ensure all University policies are implemented within the remit of this post.
22. Undertake any other duties as may reasonably be required and or reasonably requested by line manager.

This position description is a guide to the work the post holder will initially be required to undertake. It may be amended from time to time to meet changing circumstances by mutual agreement. It is expected the job description will be regularly reviewed by the post holder and line-manager. These discussions will normally take place during the annual Staff Performance and Development Review (SPDR).

Although the base location is as shown, the role holder may be required to work on any university site or associate campus.

A summary of the essential and desirable attributes appears below and forms part of this position description.

PERSON SPECIFICATION

	Essential [E]	Desirable [D]
Qualifications and/or Professional Development	Undergraduate Degree in a related field.	Confidently bilingual in English and Spanish
Previous Experience	- Previous experience in communications or web development environment. - Experience developing multi-channel marketing campaigns and in producing effective copy. - Experience and knowledge of Meta Ads Manager, Google Ads, or a CRM or email marketing platforms. - Experience of using Generative AI tools and digital software across marketing operations. - Experience of organizing and contributing to events and managing social media and blog platforms. - Practical working knowledge of Adobe Creative Cloud (InDesign, Photoshop) and advanced Canva, paired with mobile video editing skills (e.g CapCut, Premiere Pro). - Practical, hands-on experience administering and updating content within a WordPress CMS environment and other communication platforms. - Demonstrated ability to produce engaging written content such as press releases, social media posts alongside creating content for digital platforms.	- Experience of working in a Higher Education environment. - Confident with HTML and previous experience of WordPress and Social media scheduling tools. - Experience and knowledge of marketing principles and familiar with the latest marketing practices. - Experience and knowledge of task/project management platforms like ClickUp, Monday.com.
Knowledge, Skills and Abilities	- Have an eye for good design. - Working knowledge of creation and editing software like InDesign, Illustrator and Photoshop. - Ability to work using own initiative and to exercise tact and judgement. - Highly motivated, with an ability to deliver a high quality and professional service. - Commitment to continuous improvement of services. - Ability to work flexibly to meet the needs of the University. - Ability to work under pressure, prioritise work and meet deadlines. - Excellent organisation skills. - Excellent communication and writing skills. - Positive, responsive with a staff/student-friendly approach.	- Use of video editing software such as Adobe Premiere - Good technical skills and confidence taking pictures and using basic editing software. - Familiarity with analytical tools such as Google Analytics, SEMrush and Crazy Egg. - Knowledge and technical skills of using Figma
Values and Principles	Commitment to the University's values including the principles of equality, diversity & inclusion.	Service-focused and excellent customer service skills.



- Commitment to high-quality learning and teaching and the student experience.
- Culturally nimble and able to interact in a work environment in both very formal and very informal contexts.

