



University of
East London

Pioneering Futures since 1898



Your job title:

Content Marketing Executive



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We're delighted that you're considering joining us on our journey to deliver *Vision 2028*.

Think all employers are the same? Think Again.

At the University of East London, we're not just another employer. We're a careers-first, values-driven institution with a bold mission to tackle inequality and prepare for the future. Together, we're building a truly inclusive and future-ready university, one that empowers our students and communities to make a lasting impact.

With a proud 125-year heritage, we've always looked forward, not back. Through Vision 2028, our 10-year strategic plan, we're investing in cutting-edge learning spaces, digital innovation, and exceptional people like you.





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We are UEL

Our *institution*

The University of East London is a careers-first university. We prepare our students for the jobs of the future and have been doing this proudly for 125 years.

40,000 students represent over 160 different nationalities from across the globe.

1,800+ colleagues who help us realise Vision 2028, our strategic plan.

5 schools changing the face of education to match the ongoing fundamental shift in working cultures.

Our *difference*

1st in London for Student Experience (National Student Survey 2024).

3rd in London for Teaching Satisfaction (Guardian University Guide 2025).

1st in the UK for addressing inequalities and 2nd in the world (the Times Higher Education Global Impact Ranking, 2020).

92% of our research is recognised as world-leading, internationally excellent, or internationally recognised (REF 2021).

Our *transformation*

We're in the midst of an ambitious transformation under our Vision 2028 strategy, evolving from a traditional university into a careers-first, innovation-driven institution. As England's fastest-rising university for career success, we've embedded employability and enterprise at the heart of learning and now rank second in the UK for student entrepreneurship. Our research and enterprise activity now contributes more than £1 billion annually to the UK economy, with graduate-led business survival rates soaring by over 1000% in recent years.

We're redefining how students and staff experience university life by actively evolving, combining social inclusion, innovation, and real-world impact. The role you're applying for will play a key part in shaping the next chapter of that journey.



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Working at the University of East London

At the University of East London, we foster a professional, positive, and inclusive work environment built on shared values of Passion, Inclusion, and Courage. Our culture is collaborative and innovative, empowering staff to think differently, make an impact, and contribute to our ambitious Vision 2028 strategy. We are proud to be one of the most diverse universities in the UK, with a strong commitment to staff wellbeing, flexible working, and creating spaces that encourage creativity and growth.

We offer a comprehensive and competitive benefits package through our unique Total Reward Deal, which goes beyond salary to include progressive policies on annual leave, health and wellbeing, career development, and flexible working. Our goal is to ensure every colleague feels valued, supported, and equipped to succeed.

By joining UEL, you'll be part of a dynamic community that shares success, invests in people, and strives to make a real difference in the lives of our students and the communities we serve.

Our *Values*

Passion

We bring energy, pride, and purpose to everything we do. We care deeply about our work, the people we serve, and the impact we make – and we always strive to be better.

Inclusion

We create an environment where everyone belongs, feels respected, and can contribute fully. Our differences make us better, and fairness guides how we treat one another.

Courage

We act with integrity and confidence, even when it's difficult. We challenge ourselves to improve, embrace change, and do what's right to build a better future.



Job Description

Content Marketing Executive

School/Service:	External Relations Directorate
Grade:	E
Location:	Docklands
Reporting to:	Content Marketing Manager
Responsible for:	Interns, student ambassadors and other temporary staff
Key internal relationships	Staff within the wider External Relations team; staff in colleges and other Services.
Key external relationships	Marketing and advertising agencies.
Contract type and hours	Permanent, Full time (35 hours)

BRIEF OVERVIEW OF EXTERNAL RELATIONS DIRECTORATE

We have built an integrated multi-award-winning External Relations Directorate that has brought together several teams including Brand & Marketing, Communications & Public Relations, Corporate Engagement & Advancement, Student Recruitment & Conversion (home and international), Admissions, Outreach & Access, and Design and Digital.

We are looking for leaders who will be part of embedding an innovative practice and a digital first mindset within our External Relations Directorate. We seek individuals who not only enjoy working in an agile environment but also demonstrate a willingness to embrace new technology and transformational change. Together, we aim to cultivate a culture of 'continuous next', staying updated with emerging technologies and best practice across the sector.



JOB PURPOSE

In this role, you will create and deliver content that helps attract students to UEL. You will produce a wide range of content — from videos and social media posts to written copy and campaign materials — that brings our courses and university life to life for prospective students.

You will be hands-on across the full content process: filming, editing, writing and planning. You will work closely with the campaigns team to make sure the content we produce supports our recruitment goals and reflects the UEL brand.

Your main responsibilities will include;

- Filming and editing video content for social media, campaigns and the website;
- Writing clear, engaging copy for a range of channels and audiences;
- Creating and managing content plans that support our campaigns and recruitment activity;
- Managing the production of key marketing materials such as prospectuses and printed collateral;
- Creating bespoke content for social channels and the website.

You will build strong knowledge of our student markets and the Higher Education landscape and use that insight to make sure our content is relevant, targeted and effective. You will also track and report on how content is performing and act as the main point of contact for content-related work across External Relations

KEY DUTIES AND RESPONSIBILITIES

Planning:

- Work with the brand and campaigns team to build and deliver an annual content plan that covers all our key audiences and is in line with the university's wider strategy;
- Make sure the content plan is evidence-based and covers all courses, study levels and student segments relevant to our core markets;
- Feed into the university's Content Generation Framework and help coordinate its delivery across the External Relations team.

Market knowledge:

- Develop a strong understanding of our key student markets — including undergraduate, postgraduate, international and apprenticeship — covering trends, audience behaviours, cultural differences and key recruitment timescales.

Delivery:



- Film and edit video content for social media, campaigns and digital channels, working to briefs and delivering to a high standard;
- Write clear, compelling copy for a range of formats and audiences — including social posts, web pages, campaign ads, case studies and emails;
- Lead on developing, maintaining and improving webpages owned by the content marketing team;
- Oversee the creation of content and collateral for all audiences — including printed materials, photos, video, advertising copy and conversion content — making sure everything is on brand;
- Keep all content assets well-organised and easy for the team to access;
- Coordinate the production of university-wide prospectus publications, working with stakeholders on creative, content and logistics;
- Work with creative agencies and colleagues on content for multi-channel, integrated campaigns;
- Support keep-warm and conversion activity by providing content for communications with applicants and prospects through CRM and other channels.

Recruitment:

- Develop content to support the annual recruitment plan — including UCAS fairs, school partnerships, feeder colleges, subject-specific channels, New Beginnings and IAG pipelines;
- Support on- and off-campus recruitment events by providing content and contributing your market knowledge to event planning. Events include Open Days, roadshows, Taster events and exhibitions;
- Help coordinate content for clearing marketing and recruitment campaigns.

Relationship management:

- Act as the main point of contact for colleagues across External Relations and other services for anything related to marketing content;
- Work closely with agencies and key stakeholders to develop content and deliver campaigns on time and to budget;
- Build relationships with key external organisations relevant to our audiences, such as UCAS and other third-party partners.
- Coordinate and manage student ambassadors and temporary content staff including briefing, scheduling, and quality-controlling their output to ensure a consistent pipeline of authentic student-generated content across channels.

Reporting:

- Regularly report on how content is performing and the impact of specific initiatives, using relevant data and presenting findings through written reports, meetings or presentations.



Other:

- Make sure all work is carried out in line with UEL policies and procedures, including the Data Protection Act and other relevant legislation;
- Take on other duties that fall within the scope of this role.

The duties and responsibilities outlined provide a general overview of the range of tasks that this role may be required to perform; however, it isn't exhaustive. You may occasionally be asked to take on other duties in line with your grade as we continue to grow and evolve.

We're proud of our diverse and inclusive community, and we ask all colleagues to uphold all UEL policies and regulations. Employees should actively demonstrate our values and contribute to UEL's positive, forward-looking culture.

PERSONAL SPECIFICATION

The University's Core [Values](#) are **Passion, Inclusion, and Courage**, and they are at the root of everything we do, and everyone in our community is expected to demonstrate them.

At the University of East London, our [values](#) of Passion, Inclusion, and Courage guide our actions, from strategic decisions to day-to-day interactions with students and each other. Our values are rooted in our history, heritage, and character, and they help to ensure the University is a rewarding, welcoming, and inspiring place to work.

The table below outlines the essential and desirable criteria required to perform the role effectively. Candidates will be shortlisted based on how closely they meet these criteria.

Category	Essential Criteria	Desirable Criteria
Education & Qualifications	• Degree in or equivalent professional experience	• A relevant higher degree, a professional marketing or digital marketing qualification, or membership of a professional



body such as CIM or IDM

Experience & Knowledge

- Hands-on experience filming and editing video content, with a showreel or examples of work you can share.
- Proven copywriting skills — you can write clearly and engagingly for different audiences, formats and channels.
- Experience creating and delivering marketing content across digital and social channels.
- Experience working on campaigns that target young audiences, using audience insight to shape the approach.
- Experience managing content projects and delivering work on time and to budget.
- An understanding of cultural differences and how they affect student-facing content and communications.
- A working knowledge of the UK Higher Education system, including how recruitment and admissions work.
- Experience using tools such as Google Analytics, a CMS or marketing reporting dashboards.
- Familiarity with video editing software such as Adobe Premiere Pro or equivalent.
- Experience working with creative or media agencies.
- Experience briefing or working alongside photographers, and a working knowledge of art direction for still photography used across marketing campaigns and collateral.

Skills & Abilities

Communication:

- Strong written and verbal communication skills, with the ability to tailor your style for different audiences.
- Confident working with colleagues and external partners, with good influencing and interpersonal skills.
- Excellent copywriting and editing skills.

Initiative And Problem Solving:



- Able to use your initiative to find practical solutions to problems, even when there is no set way of doing things

Planning And Prioritizing Work:

- Good at managing your own workload and juggling multiple projects at once, making sure deadlines are met and resources are used well

Other essential Criteria

- Strong attention to detail
- Self-motivated and focused on getting results
- A commitment to equal opportunities and understanding of what it means to work in a diverse and multicultural environment
- Able to develop evidence-based content plans that support longer-term marketing and recruitment goals

FURTHER INFORMATION

UEL is an inclusive equal opportunities employer and is proud of our Equality, Diversity and Inclusivity achievements. We expect all employees of UEL to accept our EDI policy and will not tolerate discrimination in any form. As an employee of UEL, we expect you to follow all relevant Health & Safety policies.



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We're a disability confident employer and value all applications. Please let us know if you require any reasonable accommodations throughout the recruitment process.

DISCLOSURE AND BARRING SERVICE (DBS)

Some roles at UEL may require a Disclosure and Barring Service (DBS) check under the Rehabilitation of Offenders Act (Exceptions Order) 1975. Where this applies, candidates will be informed during the recruitment process.

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Join us on our *journey*

