

**JOB DESCRIPTION – MARKETING & EXTERNAL RELATIONS TEAM**

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<b>Job title:</b>	<b>Media Buyer (12 Month Fixed Term)</b>
<b>Grade:</b>	4
<b>Responsible to:</b>	Head of Digital & Content
<b>Date:</b>	May 2026
<b>Job purpose:</b>	Identify, manage and coordinate relationships with aligned industry, media and cultural partners with a view to increase the brand reach of the University through advertising, and drive student recruitment in line with our 2030 strategy.

**Main duties and responsibilities****Build brand recognition through partnerships**

1. Develop and deliver relationships with aligned partners, such as industry bodies, trade associations, culturally aligned organisations and media outlets.
2. Identify advertising and sponsorship opportunities such as print advertising, event sponsorship, digital and out of home ad buying, speaking engagements and other promotional partnership activity to promote the University.
3. Working closely with the Media & PR Manager, ensure that alignment between paid and earned media opportunities is maintained, and jointly supportive of the University's ambitions.
4. Supported by the Head of Digital & Content, work with partners to negotiate preferential rates and secure value for money from all paid for partnership and media opportunities.
5. Support Falmouth University's marketing objectives through the production of high-quality, compelling, user-focused and effective communications, aligned to the University's key messages.

**Project management**

6. Own the implementation and production of assets and materials relating to paid media partnerships, including briefing in design assets, collating marketing materials for events, writing copy for advertising and ad hoc production tasks.
7. Maintain and support assets for existing relationships, working with the Channel Partner Recruitment Manager.
8. Work with academic and professional services teams to create compelling marketing content in support of partnership packages, such as writing copy for news articles
9. Work with colleagues across the Marketing & Communications team to monitor digital analytics, identify successes and failures and make recommendations for tactics to maximise ROI, and ensure activity remains in line with our marketing strategy.

**General duties and responsibilities**

1. To perform to high professional standards.
2. To manage independently any errors or concerns at the earliest opportunity or notify a senior member of staff as appropriate.
3. To use initiative in order to determine priorities, work with autonomy, and work effectively with senior colleagues.
4. To undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the University's business without altering the nature or level of responsibility involved.
5. To work within and actively support the equality and diversity policies and practices of Falmouth University.
6. To participate in the University's Annual Performance Development Review Process.

**Health and safety at Falmouth University**

The University takes health and safety matters very seriously. All staff have a responsibility to take reasonable care for the health and safety of themselves and others who may be affected by their actions and omissions. They also have a duty to comply with the University's arrangements for health and safety. Staff with responsibility for others must ensure the proper enactment of University policy within their areas in line with levels of responsibility set out in the University's Health and Safety Policy.

**Health & safety requirements**

In relation to health and safety, you are responsible for ensuring that:

- You comply with safe systems of work in operation within your work area.
- You work co-operatively with other staff who have responsibility for health and safety requirements.
- You report any health and safety concerns to your manager or other responsible member of staff as soon as these are identified.
- You attend training as appropriate to your role (see the relevant health and safety training grid for requirements).
- You may be required to undertake duties as a first aider (for which a separate allowance is paid).

**PERSON SPECIFICATION**

**Job title: Media Buyer**

Attributes	Essential requirements	Desirable requirements
<b>Education and qualifications</b>	<ul style="list-style-type: none"> <li>• Good undergraduate degree in a relevant subject or equivalent professional qualification or equivalent relevant experience</li> </ul>	
<b>Experience and knowledge</b>	<ul style="list-style-type: none"> <li>• Confidence and knowledge working across press, print, digital, out of home and broadcast media to build brand awareness</li> <li>• Recent, demonstrable experience of managing media and advertising projects, including planning and organising content production and delivery</li> <li>• Experience of writing content for mass publication, such as websites, print, ad copy and news articles</li> <li>• Experience of using data to inform activities and efficacy of media activity, ensuring that all activities are targeted and effective</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in the higher education, government or third sectors</li> <li>• Experience of negotiating products with suppliers</li> </ul>
<b>Skills and personal requirements</b>	<ul style="list-style-type: none"> <li>• Ability to drive and develop relationships at all levels</li> <li>• Good editorial and creative judgement and proof-reading skills</li> <li>• Strong interpersonal skills, with the ability to influence and persuade</li> <li>• Strong planning and organising skills which demonstrate the ability to manage multiple or competing objectives at the same time</li> <li>• Creative, flexible and team-orientated approach with strong collaborative skills</li> </ul>	

	<ul style="list-style-type: none"><li>• Ability to identify and assess improvements to processes and procedures</li><li>• Excellent facilitation, collaboration and co-ordination skills</li></ul>	
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