

JOB DESCRIPTION**GROWTH TEAM**

Job title:	Performance Marketing Specialist (Maternity Cover)
Grade:	5
Responsible to:	Head of Digital & Content
Date:	July 2026
Job purpose:	Planning, implementing and analysing highly effective paid digital marketing campaigns on search and social media platforms.

Main duties and responsibilities

1. Drive quality traffic growth across all digital acquisition channels, maximising advertising performance across social, search and display advertising while building continued sustainable growth.
2. Manage and continually optimise the digital acquisition funnel, ensuring the optimal channel mix to drive return on advertising spend (ROAS).
3. Manage platform performance in-line with objectives and budget, maximising value from the existing solutions and on-boarding new partners where positive incremental gains exist.
4. Directly manage a substantial advertising budget, balancing this across multiple campaigns, ad groups and considering VAT and DST/international fees.
5. Adopt a 'test and learn' strategy using first party data to continually evaluate our approach and make tactical changes to drive incremental improvements.
6. Designing ads: design these for social media from templates, and collaborate closely with content creation and design colleagues for larger campaigns and social media 'highlight' content.
7. Deliver on-brand campaigns across all channels with consistency, authenticity and relevance, providing detailed performance feedback and always looking to build on lessons learnt.
8. Produce detailed analysis and reports for campaigns, presenting data and reports to the broader team and senior colleagues.
9. Monitor and advise on emerging ad tech developments and audience targeting strategies.

10. Work with the Business Intelligence Team to interpret and support with customer intelligence and cohort analysis, surfacing customer trends and putting recommendations to the University.

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 be responsible for your own continuing self-development.
5. 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.
6. To work within and actively support the equality and diversity policies and practices of Falmouth University.
7. 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 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 must comply with all relevant legal requirements. You are specifically 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: Performance Marketing Specialist

Attributes	Essential requirements	Desirable requirements
Education and qualifications	Good undergraduate degree or equivalent professional qualification, or demonstrable equivalent relevant experience in digital advertising.	Qualifications or experience in data analysis or business intelligence.
Experience and knowledge	<p>Recent and relevant digital advertising performance experience.</p> <p>Advanced technical knowledge and hands-on experience of ad management interfaces and bidding tools across social media and search platforms <i>(at time of publication, the University advertises on Google, Meta and TikTok – this is subject to change)</i>.</p> <p>Extensive experience of planning and activating digital marketing campaigns, including set up, audience strategy, evaluation and optimisation.</p> <p>Experience of translating data insights into clear actions.</p>	<p>Experience working with higher education, public or third sector organisations.</p> <p>Experience of designing social media advertising from templates.</p>
Skills and personal requirements	<p>Strong planning and organisation skills.</p> <p>Exceptional analytical skills.</p> <p>Ability to interpret data to make decisions and action these decisions.</p> <p>Excellent written and verbal communications skills, including stakeholder management skills.</p> <p>Creative, flexible and team orientated approach with strong collaborative skills.</p>	

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