

Job Description



General Details

Job title:	Head of Marketing (MPR16/14)
Faculty/School/Service:	Marketing and PR
Normal Workbase:	Stoke Campus
Tenure:	Permanent
Hours/FTE:	Full Time, working 1.0fte
Grade/Salary:	Grade 10
Date Prepared:	July 2017

Job Purpose

To drive the strategic and operational management of the central marketing team: Recruitment Marketing, Creative, Digital and Market Research ensuring delivery of the brand positioning, brand values and the University strategy in order to grow our market shares.

Relationships

Reporting to:	Director of Marketing & Communications
Responsible for:	Marketing, Creative and Digital Teams

Main Activities

- Delivering the brand positioning on all materials produced, including brand alignment corporate strategies including new brand identity on physical and digital channels
- Responsible for delivery of the 5 year marketing plan in line with university strategy
- Establishing and managing annual marketing budgeting, phasing and process. Ensuring monthly cost centre reports, quarterly forecast and budget planning for team.
- Creating omni-channel annual recruitment marketing plans for UG/PG and niche recruitment channels including apprenticeships, online and accelerated degrees embedding digital, as well as traditional marketing channels to secure annual student numbers targets as per University Plan. A close working relationship with Student Recruitment and Admissions will be required.
- Responsible for delivering an efficient and proactive relationship with all University Schools and Services to enable local delivery of University marketing plans.
- Supporting International Office in creating marketing plans to supplement recruitment activity of

inbound students.

- Responsible for delivering an efficient and proactive relationship with all University Service areas in the creation of marketing plans, notably Partnerships, Business and Research.
- In terms of compliance and brand compliance and in adherence with CMA, data and HE policy and regulation.
- Overseeing the Digital communication plans to ensure the University leads a digital first approach to marketing where necessary and to embed the skills across the team.
- Overseeing the Creative resource: creating online portal; brand templates toolkit and finding and managing external suppliers as well as overseeing major production (e.g. video, photography – image library)
- Responsible for the management of departmental budgets and staffing to ensure transparency and accountability.
- Providing relevant marketing insight, including customer behavioural insight and competitor activity to enable effective portfolio development, brand development, entry criteria, pricing strategy and benchmarking to improve student recruitment and reputation. A close working relationship with Corporate Information will be required.
- Managing senior relationships with media and creative agencies and scrutinising effectiveness and impact of all work.
- The role will involve being a member of cross-university groups including Recruitment Strategy Group, Academic Planning Group, Student Journey Project and deputising for the Director Marketing and PR when necessary and as required.
- Managing major agency tender and contracts process along with the Director of Marketing & PR
- Establishing a standardised framework of briefing, campaign management and analysis.
- To undertake any other reasonable duties as determined by the Director of Marketing & PR

Special Conditions

To be committed to working with the University to further improve the carbon footprint/environmental issues.

Variation to Job Description

Staffordshire University reserves the right to vary the duties and responsibilities of its employees within the general conditions of the Scheme of pay and conditions and employment related matters. Thus it must be appreciated that the duties and responsibilities outlined above may be altered as the changing needs of the service may require.

Conditions of Service

The post is subject to such terms and conditions of employment as negotiated between the Board of Governors of the University and the recognised trade unions, and/or the employees of the University. In negotiating such terms and conditions the Board of Governors will consider any appropriate advice received from the Universities and Colleges Employers Association (UCEA).

Application Procedure

We encourage you to apply on-line at our website <http://jobs.staffs.ac.uk> as the system is user friendly and simple to complete.

If you wish to apply for this post please use the '**Apply Online**' link to complete the university's online application form. We would ask all applicants to ensure that they have provided comprehensive information under each criteria in the Supporting Statements section of the application form and, if necessary, add any relevant additional information in the Additional Information Section.

In addition, please attach the following documentation with your application:-

- ***Full Curriculum Vitae***
- ***Covering Letter - setting out your interest in the role and details on how you match the role and specification***

Should you wish to discuss this vacancy informally before making an application please contact:
Georgina Kelly; Director of Marketing and PR, (Tel) 01782 294876

Person Specification

Job Title: Head of Marketing (MPR16/14)

School/Service: Marketing and PR

The qualifications, experience, knowledge skills and personal qualities outlined below provide a summary of what is required to carry out this job effectively. They also form the selection criteria on which a decision to appoint will be made. Please ensure that you provide evidence of how you meet the criteria in your application.

No	Selection Criteria Description	Essential [E] or Desirable [D]	Assessed by *
1	Qualified to Degree level or have equivalent professional experience	E	A
2	Experience of leading and managing a marketing strategy within a complex organisation ideally in Higher Education	E	A/I
3	Understanding and experience of creating Brand Propositions and delivering Brand alignment and governance across an organisation	E	I
4	Understanding and experience of Product and Pricing to drive income	E	I
5	Expertise in digital marketing and social media	E	A/I
6	Experience in overseeing creative and media resources either in-house or working with specialist marketing suppliers including research, creative specialists such as video production and media planning and buying	E	A/I
7	Highly numerate with the ability to analyse and decipher business and market research insight and information as well as manage significant budgets and income targets	E	I
8	Excellent planning and organising skills with demonstrable project management skills and an ability to build effective networks across organisations	E	I
9	Significant experience of successfully leading, motivating and developing staff and teams	E	I
10	Excellent written and oral communication skills with the ability to communicate effectively with a range of audiences with reference to practice and experience	E	A/I
11	A flexible and committed approach to work with the ability to generate new ideas and to think creatively	E	I
12	Hold a professional qualification in Marketing	D	A

***Key**

[A] Application form

To be assessed against the information provided in the relevant steps of the application form and the evidence required under Section 4, 'Supporting Statements'

[1] Interview

and accompanying letter and cv

To be assessed during the interview process including selection tests or presentation, as appropriate