

# Job Description



## General Details

Job title:	Marketing Manager (MPR17/02)
Faculty/School/Service:	Marketing and Communications
Normal Workbase:	Stoke Campus
Tenure:	Permanent
Hours/FTE:	1.0fte
Grade/Salary:	8
Date Prepared:	July 2017

## Job Purpose

To drive the recruitment of all student channels with all elements of marketing mix, growing market share and income through increased student numbers. To drive reputation of the university in delivery of corporate brand identity and campaigns to drive our share of voice and The Connected University strategy

## Relationships

Reporting to:	Head of Marketing
Responsible for:	Marketing Officers and Content Assistants

## Main Activities

- Working with Recruitment Strategy Group and Student Recruitment to produce annual recruitment marketing plans for all student channels to secure student targets. With specific acquisition, lead generation/application activity undertaken.
- To create annual campaigns for specialised and niche student channels, including DL, accelerated learning,
- To embed behavioural and insight into all our activity: customer segmentation, competitor profiling, decliners and accepters survey, UCAS/affiliate data. Providing regular analysis on application to conversion to enrolment and geographic and demographic segmentation.
- To ensure campaigns deliver and support our responsibility to improve Widening Participation Targets and BAME targets, OFFA agreement
- To create annual business facing and student facing HDA campaigns
- To oversee the annual marketing and relationship activity with UCAS
- To maximise content on all metric-driven, affiliate and print channels.
- Creating Marketing toolkit for the delivery of recruitment events: external trade events & exhibitions, such

as UCAS, Open Days and Offer Holder Days

- To work closely with Student Recruitment to ensure consistency of message from lead generation/acquisition through to applicant conversion activity.
- To work closely with CRM and Digital teams to deliver comprehensive digital communications and product delivery to maximise exposure of products with a strong recruitment contact strategy.
- To oversee the annual decision-making prospectus/portfolio for all student channels including International and Partners to ensure consistency and best and most relevant methods to deliver.
- To provide account management marketing service to Schools to ensure University strategy and central plans can be delivered at local levels and individual Schools nuances are considered.
- To ensure PR activity supports recruitment channels.
- Delivering the campaign communications for non-educational student product portfolio – Connected University campaigns, Estates development, Fees; Finance; Accommodation; Incentives; scholarships and bursaries
- Acquiring and understanding competitor activity in terms of student numbers, creative and fees.
- Establishing verbal and written contacts with Head of Admissions & Enquiries, notably Associate Deans Recruitment, and Student Recruitment teams; establishing formal briefing, updates and contact reporting.
- To create work on Brand and with vision.
- Ensure work adheres to relevant legislation and regulations, ie. Accessibility, Data Protection, CAP code, CMA
- Supporting the budget process. Ensuring monthly cost centre reports and quarterly forecast and budget planning are completed.
- To support University events – help with set-up and take down and attend University recruitment and corporate events where necessary, notably University Open Days, UCAS HE Fairs, Welcome Week and Graduation
- To undertake any other reasonable duties as determine by the Director of Marketing & Communications

### Special Conditions

The role holder will be required to travel between sites from time to time in a cost effective manner, which may be through the use of a car.

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.

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.

## Person Specification

**Job Title:** **Marketing Manager (MPR17/02)**

**School/Service:** **Marketing and Communications**

*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	Possess a degree	E	A
2	Relevant experience of FE or HE student recruitment marketing	E	A/I
3	Broad knowledge of Marketing Mix, particularly campaign planning, creative and strategic briefing, visitor and conversion CRM, digital and content strategy	E	A/I
4	Target-driven mentality with experience of delivering income targets. ROI focused	E	A/I
5	Experience in working with specialist marketing suppliers including creative resource and media planning and buying.	E	A/I
6	Ability to manage several complex campaigns simultaneously with robust budget, strategic and milestone reporting and project management	E	A/I
7	Experience of commissioning qualitative and quantitative research and interpreting the results to translate into marketing activity	E	A/I
8	Highly numerate with the ability to analyse and decipher multi-level recruitment figures and manage significant budgets and income targets	E	A/I
9	Confident briefing, reporting and presentation skills both written and oral	E	I

10	Proficient and familiar with digital marketing analysis and reporting technology and tools, especially content management systems.	E	A/I
11	Change orientated and proactive approach with the ability to adapt to fast pace changing HE environment aligned to multiple priorities whilst successfully meeting deadlines.	E	I
12	Excellent planning and organising ability with demonstrable project management skills and/or an understanding of project management principles and the ability to adapt to and manage several fast-paced changing assignments aligned to multiple priorities while successfully meeting deadlines	E	A/I
13	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
14	Excellent interpersonal and influencing skills with a strong track record of forming positive and successful working relationships and networks	E	I
15	Significant experience of successfully leading and motivating staff and teams	E	A/I
16	Superior computing skills, including advanced proficiency in both MS Office Suite (Excel, Word, Powerpoint)	E	I

**\*Key**

**[A] Application form**

**[I] Interview**

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

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