

Role Descriptor

Role Title:	Head of Marketing Services (MBV24-010)
School/Service:	Marketing, Brand and Voice
Normal Workbase:	Your normal place of work is the Stoke Campus, but you will be required to work or be based at any premises the University occupies or any other reasonable location where the University is undertaking its business.
Grade:	10
Role Family:	Specialist Expert
Reporting To:	Executive Director of Marketing, Brand and Voice
Responsible For:	CRM Marketing Manager Marketing Campaigns Manager Portfolio Marketing Manager Web and Digital Engagement Manager Creative Services Manager

Summary of the Role

This is a senior leadership role responsible for developing and implementing institutional wide marketing and communications strategies in support of university KPIs, brand growth and market share. This role manages cross-functional teams to deliver on key recruitment campaigns across a range of channels, reporting on customer acquisition and working with senior roles to deliver on conversion from lead to enrolment.

Key Accountabilities

1. Develop and implement comprehensive marketing strategies that align with the University's overall KPIs and brand strategy. Lead teams in marketing services to plan, develop and execute marketing and digital channel campaigns to meet student recruitment targets and drive brand awareness and growth.
2. Lead on a strategic roadmap of digital transformation workstreams by leading best practice in department's process management and process design, driving efficiency, leveraging opportunity, optimising data utilisation, and driving a culture of agility and continuous improvement.
3. Develop effective processes for creating, distributing, monitoring and evaluating advertising and content performance, measuring ROI and cost per acquisition modelling to feed into wider budgetary planning and to mitigate recruitment risk.

Fair and Inclusive • Curious and Daring • Ambitious and Inspirational • Innovative and Enterprising

4. Develop and evolve an overarching content strategy for the University, aligned to the broader digital transformation of brand, key channels, platforms and product portfolio within the University, developing strategic and creative opportunities for competitive advantage and leading on content governance strategy.
5. Utilise marketing analytics and insights to inform strategy and optimise campaign performance to maximise ROI. Analyse market trends, customer behaviour and competitor activity to identify opportunities for growth and innovation.
6. Responsible for year-end balancing of departmental budget alongside Finance Business Partner and Departmental lead for tenders and contracts with digital suppliers and licenses, ensuring the correct governance, controls and SLAs are in place.

Role Dimensions

Qualifications

To be successful in this role you will need to hold the following qualification requirements:

- Educated to degree level or in possession of an equivalent professional qualification or relevant experience

Experience and Knowledge Requirements

To be successful in this role you will need to demonstrate:

- Senior level experience in a Marketing leadership role with digital marketing focus
- Experience of social media and website platforms and tools
- Experience of audience segmentation and customer relationship management
- Experience of successfully contributing to strategic planning, development and delivery of marketing and communications
- Experience in leading the development of innovative and creative campaigns/solutions
- Knowledge of engaging with students now and in the future

Core Competencies

As a University we have aligned success, in all roles, to the demonstration of all ten Behavioural Competencies that bring our Values to life. Demonstrating these Behaviours is a critical part of a successful career at the University of Staffordshire. Whilst you are expected to demonstrate all ten behaviours, five core behaviours have been identified as essential for success in the Specialist Expert role family as follows:

Handling and Driving Change

Demonstrates a positive approach to working in an everchanging environment. Seeks out opportunities to embrace change including technological, process, behavioural and organisational change

Sees the Bigger Picture

Thinks and plans several steps ahead. Delivering today's commitments with an eye on future changes and requirement. Works collaboratively across the organisation understanding where and how things link together to enhance the reputation of the University

Continuous Improvement

Focuses on improving performance in everything they do, encourages and supports other to do the same. Open to new ideas and changing ways of working to improve outcomes for all

Leadership

Demonstrates leadership of self or self and others if in a management role. Takes responsibility for own actions and where in a manager/leader role, the actions of their team. Demonstrates the University values consistently in the way they work. Inspires others by their actions.

Digital

Demonstrates a positive approach to working with University systems, software and technology. In an ever-changing environment seeks out opportunities to embrace change using digital skills, software, and technology to improve processes and drive behavioral and organisational change.

University Responsibilities

The weekly hours and days of work are outlined in the contract of employment. However, the nature of university business may require the post-holder to occasionally work outside core hours at evenings and weekends to ensure continued delivery of an excellent student and customer experience.

All staff are responsible for looking after their own health, safety and wellbeing and that of others who may be affected by their acts or omissions.

All staff are required to minimise environmental impact in the performance of their role and to actively contribute to the delivery of the University's Environmental Sustainability Policy.

Variation to Role Descriptor

The role descriptor summarises the main duties and accountabilities of the post and is not comprehensive: the post-holder may be required to undertake other duties of similar level and responsibility. The University reserves the right to vary the duties and responsibilities set out within this role descriptor.