



Job title	Deputy Director (Reputation and Brand)	Job family and level	Administrative, Professional and Managerial Level 6
School/ Department	External Relations	Location	Jubilee Campus, Nottingham (hybrid working model)

Purpose of role

You will devise, develop and deliver marketing, content and brand experience strategies to strengthen and protect the university’s reputation; drive awareness and advocacy of our research; and build brand equity.

You will provide creative inspiration and direction to a team of content creators and marcomms professionals leading them to develop compelling value propositions, innovative campaigns and high-quality outputs with measurable impact and cut through.

A modern marketing service

We are making significant investment in our digital technologies in a programme of work that will see us completely transform how we engage with our audiences. With new tools at your disposal, you will collaborate with key stakeholders to create digital-first integrated marketing communications campaigns and design new processes and solutions that meet our audience needs and help us to achieve our goals.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	<p>Strategy and planning</p> <ul style="list-style-type: none"> ▪ Develop and implement digital-first integrated marketing communications campaigns that drive reputation, research advocacy and brand equity ▪ Define, develop and lead the brand strategy for the university to include the brand identity, narrative/messaging, and associated resources, communications, training and governance ▪ Lead the development, rollout and adoption of university content, messaging and visual identity frameworks ▪ Develop compelling value propositions that differentiates the University of Nottingham from its competitors ▪ Implement annual operations plans, defining activities and projects to meet recruitment targets and deliver strategic goals ▪ In collaboration with relevant colleagues, develop content and channel strategies to optimise campaign delivery ▪ Develop robust reporting mechanisms, dashboards and continual improvement plans 	30%

	<ul style="list-style-type: none"> ▪ Keep abreast of developments in government policy and funding in relation to research and knowledge exchange including the Office for Students, UK Research and Innovation and associated research councils ▪ Keep up-to-date with emerging trends and best practice in the creative marketing field, both within the Higher Education sector and in the wider corporate sector to inform continuous service improvement 	
2	<p>Service development</p> <ul style="list-style-type: none"> ▪ Leading a large team of functional and subject matter experts, develop and embed new approaches to agile service delivery with clearly defined service levels and quality standards ▪ Working closely with relevant colleagues, develop an operating model to ensure an integrated approach to research advocacy to drive engagement ▪ Lead key marketing projects including the redevelopment of the university website to better support a range of internal and external audience needs ▪ Oversee the university's service provision relating to external print and design suppliers to ensure high quality standards and adherence to brand guidelines 	30%
3	<p>Leadership and change</p> <ul style="list-style-type: none"> ▪ Inspire, motivate and encourage staff to deliver an excellent service ▪ Manage the overall performance of the team including achieving targets through ongoing process improvement and a culture of creativity, innovation and high performance ▪ Champion and drive the success of the Digital Engagement programme, collaborating fully in the discovery process and inputting into the design, development and delivery of use cases ▪ Lead and manage through a period of change helping matrix teams to adapt to new ways of working and adopt agile practices ▪ Build and establish effective networks with key internal and external stakeholders ▪ Offer consultancy and support on marketing and raise awareness of the service internally ▪ Plan and manage the budget for content, brand and research advocacy activities, ensuring adherence to the university's financial guidelines 	30%
4	<p>Compliance, brand and quality assurance</p> <ul style="list-style-type: none"> ▪ Responsible for ensuring all marketing outputs comply with brand, visual identity, style and messaging guidelines ▪ Ensure compliance with relevant regulatory requirements including GDPR, CMA, ASA, FOI and copyright issues. Provide advice and guidance to ensure best practice across the institution. 	5%
5	<p>Additional tasks</p> <ul style="list-style-type: none"> ▪ Represent and deputise on behalf of the Director of Digital and Marketing Director as necessary and act as a key point of contact for strategic marketing within the university including involvement in key committees, working groups and projects as required ▪ Undertake any other duties and responsibilities directed by the Director of Digital and Marketing as deemed appropriate within the scale and scope of the post 	5%

Person specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> ▪ Ability to conceive and execute all aspects of the campaign design process, and direct multidisciplinary teams to do the same ▪ Leadership – change champion with ability, recognise potential, encourage, support, develop and manage staff ▪ Strategic marketing and brand communications ▪ Analysis and interpretation of data and market intelligence ▪ Excellent interpersonal and partnering skills (communicating and influencing) ▪ Ability to articulate motivation and reasoning behind design and brand decisions in a compelling way ▪ Proven ability to inspire creativity and innovation in a team ▪ Understands how visuals are used in story telling ▪ Budgetary management ▪ Ability to be diplomatic in sensitive situations 	
Knowledge and experience	<ul style="list-style-type: none"> ▪ Substantial experience at senior manager level in brand marketing and communications ▪ Experience in devising and delivering integrated campaigns ▪ Track record of managing large teams from experience of working in an in-house or agency style environment ▪ Current and relevant knowledge of marketing technologies and workflow management tools ▪ Experience of key legislation to include FOI, GDPR and copyright ▪ Understanding the importance of confidentiality ▪ A commitment to equal opportunities 	<ul style="list-style-type: none"> ▪ Previous experience in a marketing role at a higher education institution organisation ▪ Experience of working in an international context ▪ Awareness/knowledge of higher education issues ▪ Experience of procuring and managing supplier frameworks
Qualifications, certification and training (relevant to role)	<ul style="list-style-type: none"> ▪ Marketing degree or equivalent Chartered Institute of Marketing qualification 	<ul style="list-style-type: none"> ▪ Membership of the CIM / CIPR



The University of Nottingham is focused on embedding equality, diversity and inclusion in all that we do. As part of this, we welcome a diverse population to join our work force and therefore encourage applicants from all communities, particularly those with protected characteristics under the Equality Act 2010.

Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

- Valuing people** Is always equitable and fair and works with integrity. Proactively looks for ways to develop the team and is comfortable providing clarity by explaining the rationale behind decisions.
- Taking ownership** Is highly self-aware, looking for ways to improve, both taking on board and offering constructive feedback. Inspires others to take accountability for their own areas.
- Forward thinking** Driven to question the status quo and explore new ideas, supporting the team to "lead the way" in terms of know-how and learning.
- Professional pride** Sets the bar high with quality systems and control measures in place. Demands high standards of others identifying and addressing any gaps to enhance the overall performance.
- Always inclusive** Ensures accessibility to the wider community, actively encouraging inclusion and seeking to involve others. Ensures others always consider the wider context when sharing information making full use of networks and connections.

Key relationships with others

