



Job title	Marketing and Communications Manager – TALENT Project	Job family and level	Administrative, Professional and Managerial Level 4
School/ Department	Engineering (TALENT Project)	Location	Jubilee Campus

Purpose of role

To work with the project team and its key stakeholders to effectively plan, develop and deliver marketing content and campaigns for the Research England-funded TALENT project.

Responsibilities will include planning and executing marketing and communications campaigns that support the TALENT portfolio of work and project ambitions.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% of time per year
1	<p>Develop strategic marketing plans</p> <ul style="list-style-type: none"> Develop and implement data-driven, audience focused, marketing campaign strategies and plans to support the delivery of TALENT project activity. Use sound customer and market intelligence to inform the planning process. Analyse and interpret intelligence and data required for marketing decisions, such as stakeholder opinions and profiling; competitor analysis; and macro-environmental factors affecting the marketplace. Provide highly targeted marketing solutions and campaigns across the TALENT portfolio. Monitor, analyse and report on campaign performance, communicate with stakeholders and use evaluations to future decisions. 	35%
2	<p>Content and Communications</p> <p>Work on a campaign and project basis to deliver effective and engaging marketing communications. Using the full marketing communications mix, decide on appropriate channels to reach and engage key stakeholders including regional, funders, governmental, business, university partner staff and the general public as appropriate to include:</p> <ul style="list-style-type: none"> Manage, develop and implement integrated marketing and communications campaigns to meet the TALENT project objectives, handling the marketing communications process from inception to conclusion, to support TALENT’s three workstreams. Support TALENT’s ‘business as usual marketing activities’ providing consultancy and advice to the wider team, including website updates, monthly newsletters and manage social media accounts. Work closely with the TALENT team and its key stakeholder partners (such as the new UK Institute for Technical Skills and Strategy) to identify priorities, and promote TALENT’s legacy and project 	30%

	<p>successes through innovative and creative campaigns and case studies.</p> <ul style="list-style-type: none"> ▪ Ensure content is user-focused, accessible and delivers compelling brand stories. ▪ Support a 'digital first' approach to curate and implement high quality, creative and reusable content and utilise across multiple media channels. ▪ Effectively utilise and manage assets including key messages, images and presentations. 	
3	<p>People, events and stakeholder engagement</p> <ul style="list-style-type: none"> ▪ Manage and develop effective working relationships with members of the TALENT team, communications colleagues from Research, the UK Institute for Technical Skills and Strategy and colleagues from across the Midlands Innovation partnership, building trust with a wide range of colleagues stakeholders. ▪ Champion a user-focused approach to marketing. ▪ Manage the public relations activities for events and stakeholders, being the main contact point for campaigns, press releases, etc. ▪ Manage, support and deliver events that TALENT and its projects will host fully or take part in that may include: Midlands/London/UK based showcase events, webinars, project conferences 	15%
4	<p>Governance and quality</p> <ul style="list-style-type: none"> ▪ Confidently write and edit copy and source marketing resources where appropriate including copywriting and photography. ▪ Communicate brand objectives and plans to all relevant stakeholders and team members on a regular basis. ▪ Take professional pride in and responsibility for the quality of the TALENT marketing activities and outputs. ▪ Be a brand champion and ensure adherence to the partnership's brand i.e. visual identity, messaging, style guide, tone of voice. ▪ Ensure compliance with relevant legislation i.e. CMA, GDPR and ASA requirements. ▪ Develop agreed reporting, approval and consultation structures that enable effective delivery of the above. 	15%
5	<p>Other</p> <ul style="list-style-type: none"> ▪ Support wider TALENT initiatives and flagship events as required across the year. ▪ To undertake any other reasonable duties as deemed appropriate within the scale and scope of the post. 	5%

Person specification

	Essential	Desirable
Skills	<p>A highly experienced marketing professional able to demonstrate they have currency of skills across the full marketing mix, in particular:</p> <ul style="list-style-type: none"> ▪ Highly developed copywriting ability, proofing and editing skills ▪ Excellent attention to detail ▪ Excellent interpersonal skills which enable effective collaboration with colleagues and stakeholders ▪ Ability to define priorities and work flexibly and effectively under pressure to meet demanding and often conflicting deadlines ▪ Proven listening and creative thinking skills ▪ Excellent negotiation and influencing skills ▪ Ability to demonstrate strategic thinking and effective decision-making ▪ High degree of initiative, responsibility and self-motivation ▪ Track record of working collaboratively as part of a team ▪ Strong organisational skills ▪ Experience of working with marketing suppliers ▪ IT skills and ability to effectively use online tools 	
Knowledge and experience	<ul style="list-style-type: none"> ▪ Substantial experience in a marketing and communications or corporate communications role ▪ Significant experience of creating marketing assets for multiple channels (web, social, print and email) ▪ Experience of effective engagement with senior managers ▪ Ability to be diplomatic in sensitive situations ▪ Proven experience of developing, coordinating and managing large scale events that involve high- profile delegates ▪ Experience of preparing documentation, briefings, running events, sourcing intelligence and disseminating content 	<ul style="list-style-type: none"> ▪ Experience of working within the HE environment to support multidisciplinary research and collaboration activities ▪ Experience of working with technical staff ▪ Experience of working in a large, complex organisation ▪ Good understanding of content design ▪ Experience of delivering online/ virtual events ▪ Knowledge of CRM systems or other client management databases ▪ Knowledge of website content management systems and webpage design/support

	<ul style="list-style-type: none"> ▪ Proven experience of developing original copy for press releases, brochures, newsletters or other promotional collateral ▪ Experience of liaising and working with journalists ▪ Well-developed understanding of the relevant professional, legal and regulatory requirements of the service and area of work 	
Qualifications, certification and training (relevant to role)	<ul style="list-style-type: none"> ▪ Honours Degree or equivalent qualification plus relevant work experience or proven strong track record of relevant work experience 	<ul style="list-style-type: none"> ▪ Relevant professional marketing qualification ▪ Membership of a relevant professional institute



As part of this, we welcome a diverse population to join our work force and therefore encourage applicants from all communities, particularly those whose protected characteristics under the Equality Act 2010, are not well-represented in our current staff body.

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 friendly, engaging and receptive, putting others at ease. Actively listens to others and goes out of their way to ensure people feel valued, developed and supported.
- 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. Takes action when required, being mindful of important aspects such as Health & Safety, Equality, Diversity & Inclusion, and other considerations
- Forward thinking** Drives the development, sharing and implementation of new ideas and improvements to support strategic objectives. Engages others in the improvement process.
- Professional pride** Is professional in approach and style, setting an example to others; strives to demonstrate excellence through development of self, others and effective working practices.
- Always inclusive** Builds effective working relationships, recognising and including the contribution of others; promotes inclusion and inclusive practices within own work area

Key relationships with others

