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| Job title | Marketing Manager | Job family and level | Administrative, Professional and Managerial Level 4 |
| School/ Department | External Relations | Location | Hybrid |

Purpose of role

Responsible for designing, implementing and managing outstanding targeted marketing campaigns in line with undergraduate and postgraduate student recruitment strategy, to achieve awareness, lead generation and conversion objectives. Oversees end-to-end delivery of integrated student recruitment marketing campaigns, content and activities, including planning, execution, optimising and reporting.

| | Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role) | % time per year |
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| 1 | Campaign design, management and delivery <ul style="list-style-type: none">• Lead the design of student recruitment campaigns in line with marketing strategy, to achieve awareness, lead generation and conversion targets.• Contribute to student recruitment marketing strategy to reach UK and international audiences, including segmentation, targeting and positioning• Use data and insights (including sector, market, customer, competitors and channel performance) to plan effective campaigns that meet the needs of future students and their decision-making unit.• Produce marketing campaign plans, working closely with the Heads of Student Recruitment Marketing and a wide range of key stakeholders.• Oversee end-to-end delivery of effective and integrated multi-channel campaigns and activities, which include a mix of owned, earned, shared and paid-for channels• Work closely with the CRM team to ensure leads are effectively captured, scored and nurtured – including leading the design and delivery of email marketing.• Plan and oversee the effective use of resources to ensure campaigns and activities are delivered on time, within budget and to quality standards.• Ensure the effective promotion of the university's portfolio of programmes, including undergraduate and postgraduate courses.• Use marketing tools and technologies, including the use of AI where appropriate, to ensure marketing operations are as efficient and effective as possible. | 35% |

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| 2 | Reporting and performance management <ul style="list-style-type: none"> Establish key performance indicators for all student recruitment marketing campaigns. Continuously monitor, optimise and improve campaigns and activities to maximise the return on investment across all touchpoints, making recommendations based on data, customer insights and the latest marketing best practice. Use and develop performance dashboards and use a variety of tools – including keywords, A/B testing and analytics - to ensure content and campaigns perform well. Lead regular review and analysis of campaign and activity performance to continuously refine marketing approaches. Produce regular campaign performance reports and present these to a variety of senior leaders and frontline staff. Comply with various standards (including brand guidelines, financial and procurement regulations, advertising standards and web accessibility) and legislation (including Data Protection and the Competition and Markets Authority). | 20% |
| 3 | Marketing content <ul style="list-style-type: none"> Lead the development and updating of key online and offline content that meets the needs of future students at each stage of their journey. Ensure effective personalisation, tailoring and targeting of content based on future students demographics, behaviours, interests and needs. Create and commission compelling student recruitment content that is optimised for multi-channel campaigns. Ensure campaign messaging effectively communicates the University's value proposition and key selling points in both brand-level and subject-level content. | 20% |
| 4 | Leadership, management and communication <ul style="list-style-type: none"> Line management of Marketing Officers. Provide training, coaching and development support to colleagues in the Student Recruitment Marketing team. Develop and maintain strong partnerships with faculty leadership and schools to understand specific subject needs and achieve subject objectives for student recruitment, in line with institutional priorities. Develop strong relationships within Marketing and Digital, External Relations (including admissions, events, schools engagement, international student recruitment), and key stakeholders within professional services and faculties. Manage a range of third-party suppliers and partners to ensure best value (i.e. cost and quality) services are received and delivered. | 20% |
| 5 | Other <ul style="list-style-type: none"> Keep up to date with marketing (including digital marketing) trends, tools, technologies and best practice to continuously improve campaign performance for competitive advantage, taking a proactive approach to continuous professional development. Represent the university at key student recruitment events such as open days, higher education fairs and graduation ceremonies. This may involve occasional weekend work for which you will have time off in lieu. | 5% |

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| | <ul style="list-style-type: none">▪ Participate in ad hoc projects on behalf of the wider External Relations team as directed by your line manager. | |
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Person specification

| | Essential | Desirable |
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| Skills | <ul style="list-style-type: none"> ▪ Excellent organisational and project management skills, with the ability to work independently and flexibly to manage multiple campaigns and activities simultaneously ▪ Ability to work well under pressure and deliver a high volume of quality work on time, within budget and to a high quality ▪ Excellent communication skills, including strong written and verbal communication skills ▪ Strategic thinker with ability to align marketing efforts with business objectives ▪ Designing effective email marketing campaigns ▪ Strong analytical capabilities and data-driven decision-making approach ▪ Excellent leadership and management skills with ability to inspire and motivate team members ▪ Creative problem-solver who can identify innovative recruitment solutions ▪ Results-oriented with focus on conversion metrics and enrolment outcomes ▪ Adaptable to changing market conditions and emerging recruitment trends ▪ Collaborative approach to working across organisational boundaries | <ul style="list-style-type: none"> ▪ Use of Microsoft Dynamics and Adobe martech |
| Knowledge and experience | <ul style="list-style-type: none"> ▪ Minimum of three years' marketing experience in a fast-paced marketing and/or communications environment. ▪ Significant experience in multi-channel marketing campaign management ▪ Proven experience of developing and implementing successful digital marketing strategies ▪ Experience of optimising content to achieve marketing objectives ▪ Significant experience of successfully communicating with | <ul style="list-style-type: none"> ▪ Higher education and student recruitment experience. ▪ Experience of working in a large and complex organisation with multiple stakeholders. ▪ Experience of working in an agile environment. ▪ Knowledge and experience of AI tools to support marketing efficiency ▪ Knowledge of CRM systems and marketing automation |

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| | <p>and managing stakeholder relationships</p> <ul style="list-style-type: none"> ▪ Strong track record of utilising data, insights and analytics tools ▪ Expertise in audience segmentation and personalization strategies ▪ Experience of managing and developing marketing professionals ▪ Understanding of relevant legal and regulatory requirements (including data protection, advertising standards, web accessibility, Competition and Markets Authority) | |
| Qualifications, certification and training (relevant to role) | <ul style="list-style-type: none"> ▪ Educated to degree-level or equivalent in Marketing, Communications, or a related field | <ul style="list-style-type: none"> ▪ A professional qualification (e.g. CIM) in marketing |



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:

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| 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



