University of Nottingham
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Role profile

Job title	Director of Marketing and Engagement	Job family and level	Administrative, Professional and Managerial Level 7
School/ Department	Communications and Marketing	Location	Jubilee Campus/University Park (Hybrid working)

Purpose of role

As Director of Marketing and Engagement you will lead and oversee targeted campaigns to drive student recruitment, including brand and recruitment cycle-based campaigns across the full marketing mix, including but not limited to: search marketing (SEO & PPC), advertising, email marketing, social media marketing, and digital engagement platforms.

This role oversees the following teams:

- Student Recruitment Marketing including brand campaign deployment and performance marketing
- Student Recruitment Engagement
- Social and content

This role leads a team of 30 FTE and controls a budget of approx. £3m. With the Student Recruitment team this role is responsible for driving over £400m of income each year.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	**% time per year**
1	**Leadership and management** ▪ Assist the Chief Communications and Marketing Officer (CCMO) in formulating a strong strategic vision and direction that supports achieving student recruitment goals and enhancing the global University's profile and reputation through high-quality marketing efforts. ▪ Develop and communicate a clear vision and culture for the area that supports the achievement of institutional goals. ▪ Lead and oversee the activities of the marketing and content/social media team in support of student recruitment and brand development. ▪ Play a key role in ensuring the CRM project is delivered to include the core requirements of the marketing team, notably ROI, ROAS and other campaign performance measurements. ▪ Benchmark, develop and deliver KPI's around marketing effectiveness and roll these out within the next financial year to show a further positive change in campaign performance. ▪ Collaborate with fellow directors across the Communications and Marketing group to deliver a Student Recruitment Strategy to inform the direction and focus of teams in the directorate; to ensure there is a high degree of collaboration across teams to define and achieve goals	30%

	▪ Deliver a refreshed social and content strategy aligned to the new brand purpose and positioning (including influencer marketing). ▪ Oversee the training and development of marketing, communications and creative professionals to equip them with the skills and competencies required to maximise potential. ▪ Uphold University values and foster desired behaviours within the team.	
2	**Planning and operational delivery** ▪ Build strong relationships with the academy, collaborating with Faculty Pro-Vice-Chancellors, senior faculty stakeholders, the deputy directors and the Director of Student Recruitment to develop tailored marketing and recruitment plans for each relevant faculty, which are supported by market intelligence, portfolio development and planning, marketing and student recruitment activities and appropriate resources. ▪ Lead the creation of impactful, creative global marketing campaigns and conversion strategies to drive student recruitment, ensuring the UoN remains the first choice of target students. ▪ With the Deputy Director of Reputation and Brand, conceive, develop and lead strategic marketing campaigns to enhance the University's reputation and profile. ▪ With the Deputy Director of Market Research and Insight, ensure all initiatives are data led, and insight is at the core of all we do. ▪ Ensure the CRM project delivers the necessary capabilities for effective campaign and related ROI measurement to further enhance marketing effectiveness. ▪ Ensure thorough documentation of business processes, system operations, and technical processes are created and followed to ensure effective and efficient campaign delivery.	30%
3	**Delivery** ▪ Stay informed about and represent various customer segments, ensuring that new products and services provide value from the customer's perspective. ▪ Align marketing delivery objectives with university priorities outlined in strategic delivery plans. ▪ In campaign development and deployment, quickly identify and address issues, communicating with stakeholders, assessing impacts, and coordinating resolutions across teams.	20%
5	**Stakeholder management** ▪ Cultivate support for the Marketing team, by spearheading engagement with suppliers, key stakeholders, and business leads to communicate key campaigns and results. ▪ Foster a culture of collaboration with stakeholders across faculties, schools, and professional services to ensure alignment and cooperation. ▪ Provide expert marketing advice and contribute to the development and implementation of the University's strategy by actively participating in major governance groups and committees. ▪ Work with the Director of Communications on key messaging to support recruitment reputation.	20%

Person specification

	Essential	Desirable

Skills	▪ Proven leadership skills with the ability to:
	  o Collaborate effectively with others as a member of one or more teams dedicated to implementing the brand and marketing strategy.
	  o Build both formal and informal professional networks among relevant internal and external stakeholders and influencers
	▪ Customer focus and problem solving
	▪ Articulate team and campaign goals, objectives, and priorities persuasively, fostering support, agreement, and commitment.
	▪ The ability to rapidly comprehend the capabilities of new technologies and understand how they can benefit marketing and student recruitment initiatives within the business.
	▪ Broad and extensive understanding of marketing strategy and techniques in support of student recruitment.
	▪ Broad and extensive understanding of digital marketing and social media (including influencers).
	▪ A strong creative eye with the ability to assess creative execution against a brief.
	▪ Possess exceptional analytical skills to effectively monitor and evaluate marketing performance.
	▪ Excellent planning skills and the ability to balance conflicting deadlines and multiple priorities.
	▪ Delivery-focused, ensuring that projects are completed successfully, to deadline, reported on and reviewed to improve future performance.
	▪ Exceptional ability to communicate and explain complex issues in a clear, concise, persuasive language both verbally and in writing.	

Knowledge and experience	Significant, proven experience of senior leadership including: ▪ Leading and managing multiple, large, cross-functional marketing or student recruitment teams and activities in a university with the goal of recruiting students. ▪ Experience successfully influencing and negotiating with senior management and key stakeholders to support important business decisions. ▪ Extensive experience of working with external suppliers. ▪ Proven track record of relevant work experience working in a marketing, digital, content/social media and student recruitment role at leadership level. ▪ Extensive knowledge of university student recruitment and marketing operating practices and processes. ▪ Successful track record of marketing strategy development, delivery, and execution.	▪ Awareness of the culture of Higher Education Institutions
Qualifications, certification and training (relevant to role)	▪ Educated to degree/master's level.	▪ MBA or professional qualification 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:

Valuing people	Role models the highest ethical standards to cultivate a collaborative workplace that develops talent and enhances wellbeing, whilst also balancing the needs of the various stakeholders.

Taking ownership	Translates the vision into a strategy for own area, enabling people to take the right action for the wider organisation. Can resolve complex problems, balancing the needs of varied stakeholders.
Forward thinking	Always has the overall strategic goal in mind, manages to stimulate agile and forward thinking in others, motivating them and giving them the confidence to drive for continuous improvement.
Professional pride	Goal is to be best in class; ensuring this can be achieved in line with long term strategy regardless of short term challenges. Supports people to do what is best for both the organisation and the department.
Always inclusive	Promotes how collaboration and positive partnerships are essential to success, constantly looking ahead to explore how to involve other potential stakeholders.

Key relationships with others

