

Job Description

Role Title:	Marketing Technology Manager
Dept:	Marketing, Recruitment & External Relations
Reference:	MPF4180
Grade:	8
Full or Part time:	Full time
Hours:	1.0 FTE
Reports to:	Associate Director Marketing & Digital

Overview

Directorate overview

The Directorate of Marketing, Recruitment and External Relations is responsible for the core range of activities that promote and engage with the University's external environment and stakeholders. The Directorate is the brand guardian with a remit that covers student recruitment and admissions (both home and international), corporate and academic school specific marketing, corporate events and alumni & development. This Directorate is responsible for the strategic planning and operational delivery of key activities that support the University's ambitions for growth, diversity, increased profile and greater engagement with core audiences.

Marketing team overview

The marketing team is dedicated to the delivery of professional marketing resources for internal clients, including student recruitment, professional services and the university's schools. The team provides the primary interface between internal clients and the wider marketing team to deliver bespoke market research, corporate marketing, digital marketing and creative design solutions to meet clearly articulated key performance indicators.

Working closely with colleagues in student recruitment (home and international), the marketing team interrogates data to identify priority areas for marketing focus and investment in the design and delivery of annual marketing plans around student recruitment cycles. In collaboration with the wider marketing team, the marketing team then articulates, promotes and constantly refines marketing messages and enhanced content for by client, school or subject area, in support of targeted campaign activities to facilitate the delivery of student recruitment targets.

Role Purpose

Reporting to the Associate Director, Marketing & Digital you will be responsible for identifying and leading the development of a marketing technology strategy to enable the effective delivery of our Marketing strategy.

You will work collaboratively with teams across teams including Marketing, Web, Market Insight, Social Media Student Recruitment and Digital IT to establish and champion best

practice in using integrated solutions across a range of digital platforms that maximise targeted lead generation and conversion activities as well as enhance the applicant experience.

You will be an experienced marketing professional with a track record of marketing leadership and strategy development, passionate about technology, data and driving innovation in marketing automation and best practice. This is a hands-on role working within a small, structured budget looking across the existing landscape within the department to identify opportunities for technology implementation that will streamline processes.

This is a matrix team and will require you to work collaboratively and interchangeably with other marketing leaders, adapting and sharing resources depending on changing strategic focus and areas of opportunity.

Working within a small, structured budget to identify and implement marketing technologies

Principal Duties & Responsibilities

- Create and own the MarTech roadmap for social and digital engagement, identifying and implementing tools to support social listening, automation, measurement and AI-led content optimisation.
- Act as the Directorate's subject-matter expert on new and emerging technologies (e.g. generative AI, conversational platforms, automation, analytics), ensuring the University remains at the forefront of digital marketing innovation.
- Work closely with IT, data and procurement teams to test, evaluate, select and integrate new technologies and platforms.
- Lead the development, implementation and onboarding of systems and platforms to support student recruitment marketing delivery; ensuring system design, features and functions meet business requirements.
- Develop and implement best practices and training for marketing systems and technology usage, to ensure the wider Marketing team maximise the benefits of technologies to deliver against the marketing strategy.
- Working with the Head of Market & Customer Insight and Web Manager to develop analytics, monitoring tools, MI and dashboards to assess performance and effectiveness and continuous improvement
- Work with the Brand & Content Strategist to ensure effective and efficient delivery of key campaign assets

- Manage associated licencing agreements and ensure compliance with relevant legislation.
- Develop networks with key stakeholders across the University and the sector to provide professional digital marketing advice and share best practice and innovations.
- Contribute to the work of the wider MRER directorate by providing support during key moments of the academic year including Graduation and Clearing
- Engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role
- Promote equality and diversity for students and staff and sustain an inclusive and supportive study and work environment in accordance with University policy
- This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Generic Duties

- Perform any other duties appropriate to the grade as may be required by the Head of School/Head of Division etc.
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.
- To engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role.
- Advance equality, support our work towards eliminating unlawful discrimination, foster an inclusive study and work environment for students, staff and visitors in accordance with our public sector equality duties and university policy.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Person specification follows on next page

Person Specification

The successful candidate should demonstrate the following, which are 'Essential' (E) or 'Desirable' (D)

Qualifications

1. An undergraduate degree or equivalent (E)
2. A professional or postgraduate qualification in a relevant discipline (D)

Background and Experience

3. A demonstrable record of multiple project prioritisation and coordination (E)
4. A proactive and creative approach to solving complex problems and making strategic decisions that have a significant impact (E)
5. A demonstrable record of testing and implementing a range of marketing technologies (E)

Knowledge

6. The dynamics of higher education sector (D)
7. Future trends in marketing technology (D)
8. A track record of applying and implementing learnings and innovations (D)

Skills and Competencies

9. Collaborative leadership approach with a solution focused mindset and ability to manage cross-functional teams in a matrix structure, identifying risks and removing roadblocks to enable the teams to achieve successful delivery of a common goal (E)
10. Personal credibility and the ability to gain stakeholder confidence and trust as well as the ability to sell in ideas that are not readily understood (E)
11. The ability to evaluate stakeholder requirements, prioritise projects effectively and work to timeframes and budgets (E)
12. Good networking skills and the ability to build effective relationships (E)
13. Outstanding organisational skills and meticulous attention to detail (E)
14. Excellent communication (both written and verbal) and presentation skills (E)
15. A results-oriented approach with focus on quality and efficiency and ROI (E)