

Job Description

Role Title:	Marketing Manager
Dept:	Marketing, Recruitment and External Relations
Reference:	MPF1540
Grade:	7
Full or Part time:	Full /time
Hours:	1.0 FTE
Reports to:	Head of Marketing
Responsible for:	Marketing Officer

Overview

The Directorate of Marketing, Recruitment & External Relations is responsible for the core range of activities that promote and engage with the University's external environment and stakeholders. Bringing together the areas of Marketing & Communications, Recruitment and External Relations, the 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 that gives greater engagement with our friends to support that ambition both in kind and through philanthropic support.

Role Purpose

Reporting to the Senior Marketing Manager and in close collaboration with MRER colleagues, you will be responsible for delivering marketing plans to internal clients across the university, with emphasis on creativity, innovation, efficiency and return-on-investment. Key target markets include potential students (home/EU and international, undergraduate (UG) and postgraduate (PG)) and their influencers, business and industry, the academic research community and the Salford regional community.

You will coordinate available budgets and resources and manage external agencies as required, to deliver against both university-wide and school-specific KPIs. Your remit will span all aspects of marketing from new product development, programme portfolio and pricing through to event promotion and content generation in support of brand awareness and research profile.

You will have significant relevant experience across the full marketing mix, with particular emphasis on the delivery of integrated, measurable solutions in the digital and social media space.

Principal Duties & Responsibilities

- Work closely with MRER colleagues to deliver marketing plans and activities to support institutional and school-level KPIs
- Proactively develop and evolve dedicated marketing plans in the context of the student recruitment cycles, analysing performance data to identify subject areas or programmes in need of particular marketing investment

- Develop, evolve and regularly test an intuitive hierarchy of marketing messages and essential information for segmented target audiences; tailor specific messages and information to increase brand awareness
- Develop and deliver market engagement strategies to support school academic research agendas
- Identify and proactively respond to opportunities for marketing collaboration, cross-fertilisation and co-production across schools
- Work in close collaboration with colleagues across professional services, particularly the communications and advancement teams, in order to most effectively integrate, align and measure all external relations marketing activity
- Undertake regular competitor analysis across regional, national and international markets, evaluate and apply insight to ensure market-led solutions, highlighting university and school opportunities at both strategic and tactical levels
- Promote an evidence-based marketing approach, using effective market intelligence to inform and underpin new product development, programme portfolio, pricing, scholarships, partnership opportunities etc.
- Demonstrate an enterprising and integrated approach to marketing which spans the marketing mix including traditional, digital and social media channels and evolving technologies
- Engage key internal stakeholders to ensure a shared understanding and ownership of school and institutional marketing plans; establish and grow collaborative networks to ensure sharing of best practice, information and content
- Ensure quality, consistency and efficiency across all marketing platforms and activity.

Administrative

- Pursue a professional interest in the national and international higher education (HE) sector, providing insight to school stakeholders with regard to emerging marketing innovation, trends and developments
- Proactively develop the necessary skills and expertise to support the use of the latest marketing technologies; anticipate and respond to changing demands
- Proactively engage in professional development to ensure advancement of professional skills and knowledge
- Comply with the personal health and safety responsibilities specified in the university health and safety policy
- 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
- Be an active brand guardian for the university's core proposition and values, ensuring adherence to agreed criteria and guidelines for visual identity, content, tone and style
- Commit to active participation in the wider life of the university. This involves volunteering at university-wide events such as graduation, open days etc.

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

Background and Experience

3. A demonstrable record of excellent management of projects, people and resources (E)
4. A demonstrable record of delivering across the full marketing mix, segmenting and targeting different and complex audiences to meet targets (E)
5. Experience of HE or similar education marketing environment (D)

Knowledge

6. The effective use of digital and social media as part of the marketing mix (E)
7. The dynamics of higher education and academic endeavour (D)
8. International and UK trends in HE marketing (UG and PG) (D)

Skills and Competencies

9. A track record of delivering effective, integrated marketing projects to meet clear KPIs (E)
10. Personal credibility and the ability to gain confidence and trust at all levels within the organisation (E)
11. The ability to evaluate stakeholder requirements, prioritise projects effectively and deliver multiple projects to timeframe and budget (E)
12. Strong networking skills and the ability to build effective relationships (E)
13. Excellent communication and presentation skills (E)
14. Excellent IT skills within the Microsoft Office suite of products (E)
15. A results oriented approach with focus on quality efficiency and ROI (E)