
University of Sunderland

Role Profile

Part 1

lifechanging



**University of
Sunderland**

Part 1	
Job Title:	Assistant Director of Marketing and Recruitment
Reference No:	
Reports to:	Director of Service
Grade:	Senior Management
Working Hours:	Full - time
Faculty/Service:	Marketing and Recruitment
Location:	Sunderland Campus
Main Purpose of Role:	To assist the Director of Service in the overall leadership and management of the service.
Key Responsibilities and Accountabilities:	<p>Generic to all Assistant Director Roles</p> <p>Assist the Director of Service in the achievement of institutional and service based strategic objectives.</p> <p>Provide operational management within the context of the Service plan and the University operating strategies which fall within the remit of the Service.</p> <p>Work with colleagues from across the department and at an institutional level to enhance operational processes and integration.</p> <p>Improve the institutional profile and provide a step change in the University's service culture and consequently the student experience.</p> <p>Identify and develop productive relationships with key internal and external colleagues, for the planning, development, coordination, delivery and continuous improvement of appropriate, customer-focused and cost-effective, activities and services.</p> <p>Operate within the framework of institutional imperatives including risk mitigation and legislative requirements.</p> <p>Develop external relationships with professional associations and other stakeholder groups as appropriate.</p> <p>Lead, manage, and motivate staff and coordinate the work of the service</p>

within the remit of the post.

In association with the Director, oversee the budget and ensure the delivery of services within the approved budget.

Act in an appropriate capacity as determined by the Executive and the Director of Service, in the delivery of identified institutional and service objectives.

Service Specific:

To provide strategic direction for all aspects of the University's marketing and communications activity.

Specifically:

To lead on the development of integrated marketing and communication strategies that support the ambitions set out in the University's new Strategic Plan and that raise the profile of the University with prospective students and their influencers.

Lead on the interpretation of market insights to inform innovative and targeted marketing and recruitment strategies and tactical campaigns.

Oversee the management of the University's brand through providing a steer to internal and external stakeholders on the use of brand assets, visual identity and tone of voice.

Work closely with Academic Deans to develop innovative marketing and recruitment plans to support new and ambitious development objectives for the University's key academic disciplines using advertising, print, digital and social media platforms.

Develop compelling recruitment strategies for school and college students and their teachers and advisers to ensure that outreach recruitment activity is delivering impact and enhanced measurable engagement with key feeder institutions.

Manage the conversion of enquirers through to enrolment and beyond with bespoke campaigns targeted at a wide range of applicant groups.

Have strategic oversight of brand and marketing to support recruitment activity across the University including London and Hong Kong.

Oversee the work of the University's appointed agencies in the delivery of innovative, cost-effective campaigns.

Manage the University's external web presence and content and work closely with colleagues responsible for web platforms and infrastructure to ensure an exemplary user experience.

To develop and deliver the University's communications and public engagement strategy to ensure that the University's vision, values and core strengths are promoted across all media channels.

To develop internal communication channels for staff and student communities.

Provide operational leadership and management to the teams operating

within the service to ensure the integration of service objectives and their relevance to the ambitions outlined in the Strategic Plan.

Deputise for the Director in the representation of the service within the University and externally.

**Special
Circumstances:**



Part 2A: Essential and Desirable Criteria

Essential

Essential

Qualifications and Professional Memberships:

- Degree qualification in a discipline relevant to the role

Knowledge and Experience:

- Senior management experience in an area relevant to the role
- Demonstrable record of effective people management
- Demonstrable record of resource management
- Experience in project management and the delivery of key objectives within agreed performance parameters
- Extensive experience in a senior marketing and sales role preferably in the higher education sector
- Proven track record in the management of multi-faceted promotional campaigns across a large organisation and working with a wide range of stakeholders
- Experience in developing marketing, communication and recruitment strategies and in the ongoing evaluation of the outcomes in terms of assessing return on investment
- Proven experience in digital marketing and the governance and content management of a large web presence
- Brand management expertise and experience in the implementation of guidelines to ensure a consistent visual identity and institutional tone of voice
- Track record in developing external and internal communication strategies for a diverse range of audiences
- Demonstrable knowledge of all aspects of the marketing mix

- Exemplary leadership skills and the ability to organise individual and team activities

Desirable

Qualifications and Professional Memberships:

- Relevant professional qualification

Part 2B: Key Competencies

Competencies are assessed at the interview/selection testing stage

- Senior level leadership and management skills
- Excellent oral and written communication skills
- Excellent interpersonal skills
- Management and motivation of people
- Team and partnership working
- Pro-active and innovative outlook
- Results orientation / accountability
- Ability to facilitate and promote the overall corporate values throughout the Service

Date Completed:

March 2017