University of Sunderland

# Role Profile

Part 1

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| **Head of Marketing** |
| **Job Title:** | Head of Marketing |
| **Reference No:** |  |
| **Reports to:** | Director of External Relations |
| **Responsible For:** |  |
| **Grade:** | Head of Function |
| **Working Hours:** | 37 for nominal purposes |
| **Faculty/Service:** | External Relations |
| **Location:** | City Campus: Sunderland |
| **Main Purpose of Role:** | At the University of Sunderland, we are committed to be a life-changing institution – supporting students from all backgrounds and deeply embedded in the city and north-east region. We also have thriving campuses in London and Hong Kong. We are proud to be a Top 50 UK University (Guardian University Guide 2023).We are seeking a dynamic and creative Head of Marketing to provide strategic leadership, oversight and evaluation of all of the University’s marketing activity. You will be responsible for developing effective brand marketing strategies and integrated marketing campaigns that support the University’s objectives on student recruitment (home and international), building our academic reputation and delivering an excellent personalised student experience.As a senior leader within the External Relations directorate, you will pay a central role in shaping and developing the University’s brand, and act as the primary contact for faculties, services and the Executive Team, ensuring insight and a data-led approach are embedded in all our marketing activity.This is a rewarding and influential opportunity for a highly-motivated individual. Experience of working in the HE sector or another public-facing organisation is a significant plus, but not essential. |
| **Key Responsibilities and Accountabilities:** | Provide strategic leadership, oversight and evaluation of the University’s marketing activity – delivering best in sector multi-platform campaigns and the development of compelling content that resonates with the University’s target audiences and effectively delivers against institutional and recruitment objectives.Develop and lead comprehensive brand marketing strategies to strengthen the University’s brand awareness and positioning, and identify opportunities for differentiation with the HE sector. Oversee the appointment and management of all external agencies. Work closely and collaboratively with faculties and services across the University on all marketing activity; report as required to the Executive Team and Deans/Directors on the effective deployment of marketing strategy and spend.Work with the Director of Student Recruitment and Head of Digital to deliver a joined-up approach to all our marketing and recruitment activity, ensuring consistency of tone around campaigns and targeted messaging.Responsibility for maintaining the University’s brand guidelines, ensuring these are deployed and understood across the organisation.Use data analytics and market research to inform marketing strategies and measure the effectiveness of campaigns; make data-driven recommendations for continuous improvement.Work with key partners, including SAFC and Sunderland City Run, to ensure prominence and consistency across all sponsorship and collaborative campaigns. Editorial oversight for key marketing publications such as Undergraduate and Postgraduate prospectuses, working with colleagues in student recruitment and student journey to ensure documents are delivered to a high standard and are consistent with the University’s brand guidelines.Responsibility for managing and prioritising the marketing budget to maximise impact and deliver ROI.Monitor and advise on innovations, emerging trends and opportunities in the HE sector and external environment, establishing and maintain relationships with media partners and outlets.Ensure compliance with all appropriate legislation and regulations, including adhering to CMA guidance, accessibility regulations and GDPR.Lead and mentor a high-performing marketing team, fostering a culture of creativity, innovation and collaboration. Set clear expectations for the team to achieve against objectives.As a member of the External Relations Senior Management Team, agree shared campaign and budget priorities for the service, and be a supportive and inspirational leader. |

University of Sunderland

# Role Profile

Part 2

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| **Part 2A: Essential and Desirable Criteria** |
|  | **Essential****Qualifications and Professional Memberships:*** Educated to degree level or equivalent relevant qualification, or substantial relevant experience and expertise.
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| **Knowledge and Experience:*** An in-depth knowledge of marketing strategy and consumer behaviour. Proven experience of developing and implementing successful multi-channel marketing strategies, across publications and print, CRM, promotional and advertorial campaigns and brand management.
* Successful track record of working with senior leaders on projects and operations focused on recruitment and reputation.
* Ability to interpret complex data analysis.
* Extensive experience of team leadership and people management – providing guidance, mentorship and support and fostering a collaborative and innovative work environment.
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| **Desirable****Qualifications and Professional Memberships:*** Higher Education sector experience.
* Membership of external steering groups and/or relevant professional marketing bodies.
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| **Part 2B: Key Competencies** |
| **Competencies are assessed at the interview/selection testing stage** | * Demonstrates a visible commitment to the University’s vision, values and supporting strategies.
* Excellent communication, influencing and interpersonal skills with an ability to engage effectively and positively across a range of stakeholders.
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|  | * Demonstrates honesty, loyalty and integrity.
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|  | * Displays effective leadership and consistent management skills, motivating others to achieve their potential.
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* Takes ownership and displays resolve to be accountable for delivering against objectives and working to deadlines.
* Flexible, resilient and creative approach to problem solving, combining rational analysis with experience to make and influence timely, complex and critical decisions confidently.
* Ability to manage, understand and interpret complex processes and regulations and explain the detail to a wide audience in an effective way.

**Date Completed:**

September 2023