

Role Profile

Marketing Manager

Salary:	Band 4
Working Hours:	Full Time – 35 hours per week for nominal purposes (Full time – 32 hours for nominal purposes during 4-day week pilot)
Contract:	Permanent
Reporting to:	Head of Marketing, Recruitment and Admissions

Staff reporting to this job: Website and Social Media Coordinator, Video Content Producer

Overall purpose/accountabilities:

The primary objective of this role is to develop, shape and implement the University of Sunderland in London's (UoSIL) marketing strategy and corresponding brand and course messaging to generate maximum impact with relevant audiences, and support delivery of student recruitment targets.

The position entails managing the marketing team's daily operations, overseeing the creation, execution, and evaluation of marketing content and campaigns, aligning efforts with recruitment metrics for optimal impact.

Your dedication to outstanding customer service will significantly influence the marketing department's effectiveness and contribute to the university's wider objectives.

Additionally, this role emphasises nurturing a culture of creativity, collaboration, and continuous learning within the marketing team, crucial for driving innovation and achieving the university's marketing goals.

The Marketing, Recruitment, and Admissions Department plays a vital role in promoting the university's brand, attracting prospective students, and managing the admissions process. This integrated team ensures a seamless journey for students, from initial awareness through to enrolment, by combining expertise in strategic marketing, targeted recruitment efforts, and efficient admissions operations. Through collaborative efforts, the department articulates a compelling narrative of UoSIL's academic strengths, vibrant community life, and unique opportunities, aligning closely with the university's mission and core values.

The overarching aim of the Marketing, Recruitment, and Admissions Department is to showcase UoSIL as an outstanding institution for higher education in London and internationally.

This entails highlighting the university's varied programme offerings and supportive learning environment, as well as emphasising its location in a global city and its commitment to preparing students for successful careers. The department's activities are centred on driving application numbers, enhancing the university's reputation, and nurturing a strong sense of community among students, alumni, and partners.

Job Description

Assist the Head of Marketing, Recruitment, and Admissions in formulating and executing the UoSIL's marketing strategy to achieve student recruitment goals.

Develop and oversee comprehensive operational plans that incorporate a varied marketing mix, establishing metrics and conducting impact assessments to monitor plan effectiveness and inform strategic investment decisions.

Employ a data-driven strategy for segmenting and targeting UoSIL's UK market to understand audience preferences and behaviours, incorporating diverse research methods such as surveys, focus groups, and interviews to gather student insights.

Lead brand initiatives and safeguard the brand experience within UoSIL, coordinating with University of Sunderland colleagues to enhance brand coherence and maximise exposure opportunities.

Manage the University of Sunderland in London website and social media platforms, collaborating with colleagues in London and Sunderland to develop and implement an effective content strategy.

Work in liaison with the Communications and Engagement Manager to ensure a cohesive approach to marketing and engagement initiatives across UoSIL.

Brief, manage and work with external marketing and creative agencies on the delivery of a range of campaigns and activities. This includes regular meetings to ensure alignment on projects and strategies.

Supervise the creative development and approval process for all marketing materials, including digital content, advertising, and print materials, ensuring all projects align with brand standards and are produced cost-effectively.

Contributing to marketing budget planning, allocation, and management, ensuring efficient use of resources and cost-effective project execution.

Maintain and optimise supplier relationships to secure favourable quality and pricing terms, regularly reviewing the supplier list to meet UoSIL's evolving needs.

Explore new growth and business development avenues to continuously enhance departmental performance, leveraging market insights, networking, and innovation for strategic growth.

Lead or contribute to university-wide projects, ensuring resource coordination and timely project delivery with effective planning and execution.

Offer specialised marketing guidance to colleagues, tailored to their unique areas of expertise and target audiences.

Act as a 'compliance champion' to ensure all marketing materials produced operate within brand, data protection and CMA guidelines, and take proactive steps to rectify if this is found not to be the case.

To be conversant and compliant with the Data Protection Act (1998) and the Freedom of Information Act (2001), and all other rules and regulations that govern the work completed for University of Sunderland in London.

Provide inspiring and motivating leadership, using excellent interpersonal skills to deal with challenging situations. Contribute to the development and delivery of team and departmental objectives on a yearly basis.

Effectively manage all staff and resources, ensuring all policies and procedures with respect of staff recruitment, selection, induction, appraisal, staff development, recognition, performance management and health and safety are adhered to and consistently applied.

Identify and participate in continuous professional development as appropriate.

Promote and encourage the practice of the University's equality and diversity principles in contacts with all staff, students and partners and promote corporate values through all streams of the role.

Undertake any other duties commensurate with the role as required.

Other factors:

A flexible approach to work is required with some evening and weekend working required on occasion. The post may involve some UK travel and annual leave may be restricted at certain times of the year to accommodate business needs.

The University of Sunderland in London is piloting a 4-day work week while remaining open to students from Monday to Friday. This means that the non-working day for this role could be any day of the week between Monday and Friday.

Person Specification

Essential	Qualifications
	Relevant degree in business/marketing or a degree with a relevant professional qualification such as a Chartered Institute of Marketing (CIM) diploma or a degree with significant relevant experience.

	<p>Experience</p> <p>Experience of managing a marketing function within an organisation of comparable size and complexity.</p> <p>Experience in developing and implementing successful marketing and communications strategies and related operational plans.</p> <p>Experience of digital channel development/advertising, search, and social media marketing and of reporting tools to aid decision-making.</p> <p>Experience of overseeing creative design, development, and production.</p> <p>Experience in conducting market research, audience insight and competitor analysis.</p> <p>Experience of account management including the development and delivery of agency briefs.</p>
	<p>Skills & Attributes & Knowledge</p> <p>Knowledge of key relevant legislation particularly relating to marketing, advertising, and data protection.</p> <p>Confident communicator who can build relationships internally and externally.</p> <p>Able to work flexibly and demonstrate extensive organisation, people management and time-management/delivery skills.</p> <p>Strong creative outlook with commercial awareness.</p> <p>Ability to work proactively and on own initiative.</p> <p>Commitment to continuing professional development.</p> <p>Knowledge of the current issues relating to the HE sector.</p>
<p>Desirable</p>	<p>Qualifications</p> <p>Qualification in Marketing.</p> <p>Experience</p> <p>Marketing experience within the context of Higher Education.</p>

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