

## **JOB DESCRIPTION**

<b>Job Title:</b>	<b>Head of Student Marketing</b>
<b>Ref no:</b>	<b>MKG261-R</b>
<b>Campus:</b>	<b>Hendon</b>
<b>School/Service:</b>	<b>Marketing</b>
<b>Grade:</b>	<b>9</b>
<b>Starting Salary:</b>	<b>£52,451-£60,408 per annum including outer London weighting</b>
<b>Period:</b>	<b>Permanent</b>
<b>Reporting to:</b>	<b>Director, Student Marketing &amp; UK Recruitment</b>
<b>Reporting to Job Holder:</b>	<b>Senior Marketing &amp; Campaigns Manager, Conversion &amp; CRM Manager, Events Manager (and related teams, including 18 colleagues and an extensive number of student ambassadors)</b>

### **Overall Purpose:**

The post-holder will be responsible for shaping the end-to-end experience of Middlesex University prospective students, driving conversion across key stages of the customer journey, from acquisition to enrolment and deepening relationships with the Middlesex University with the aim of meeting ambitious recruitment goals. The role leads on the University's integrated omni-channel marketing campaigns, customer nurturing programmes, events management and email marketing. It will lead the development of sector leading student recruitment campaigns across all channels, including advertising, social media, conversion campaigns and events such as Open Days.

The Head of Student Marketing will be accountable for all KPIs across our customer journey, and will lead on an end-to-end marketing and customer experience strategy, taking responsibility for planning, developing and managing a portfolio of campaigns and student recruitment activities. They will lead on customer communication and engagement plans aimed at measurably increasing conversion rates at all stages of enquirer and applicant journey, driving the development of innovative ideas and experiences which showcase the Middlesex University brand whilst driving applications and enrolments to all courses.

### **Principal Duties:**

#### **Campaign and collateral development and Customer Experience**

- Driving the use of market, competitor and channel insights to inform marketing and campaign strategy, delivering new and innovative activity
- Aligning marketing activity with the broader brand strategy to ensure consistent and effective engagement with Middlesex's target audiences.
- Maintaining knowledge of best practice approaches to marketing activity, whether earned, owned for paid for, using a digital first approach and an integrated channel mix, ensuring all activity is optimised and delivers maximum return on investment

- Developing holistic customer journeys and shaping all customer touchpoints: events, digital and print communication, social media interactions, in order to drive customer conversion rates across all stages of engagement and ensuring these are aligned to customer personas and embed key messaging
- Shaping the MDX Customer Experience strategy in a way that enables the University to acquire, convert and retain more engaged and loyal customers, driving ROI and enabling the university to meet its recruitment targets
- Developing and implementing an overarching customer communication plan (spanning from enquired to university pre-enrolment stage), in relation to customer information needs of the applicant or enquirer journey
- Ensure that all marketing collateral, both offline and across the Middlesex University central webpages is high quality, innovative and engaging
- Driving appropriate level of audience segmentation to deliver personalised and relevant customer touch-points
- Lead the process of marketing new academic courses at Middlesex University, ensuring that new programmes are launched effectively and in a coordinated manner, including the delivery of any bespoke activities
- Owning conversion targets and plans across all stages of recruitment journey
- Taking responsibility for regular updates of the effectiveness of these plans against targets and adapt all communication plans to reflect the changing needs of target audiences

### **Events/Experiential marketing**

- Development, management, implementation of and overall responsibility for the Student Recruitment Marketing events frameworks for prospective students and applicants, incl. full design of experiential campaigns, integrated with digital and direct communications tactics,
- Leading on the development of subject level and admissions specific events (including virtual and digital, on-campus tests, interviews, all open events and applicant days), in response to university strategic objectives, agreeing key subject areas with relevant internal stakeholders, setting objectives for all activities and communication plans, that would reflect MDX recruitment targets
- Setting clear, ambitious and achievable targets for all recruitment activities and events; monitoring, evaluating and feeding the insight back to plans, adapting the deliverables, and activating innovation
- Managing the budget for the Customer Experience and Conversion group, ensuring effective use of resources and appropriate allocation in line with overall Student Recruitment Marketing priorities,
- Strong focus on streamlining event management processes across the portfolio and sharing best practice,
- Managing relationships with key internal stakeholders, including MDX Academics and services that play a pivotal role in the success of recruitment initiatives and activities

### **Customer satisfaction and multi-channel integration**

- Establishing a holistic framework of customer touchpoints, digital, direct and via social media channels, that would enable MDX to create a consistent customer experience across all channels, influence our customers, motivate and engage them with MDX

- Ensuring that MDX brand is communicated effectively and consistently, and also appropriately through individual channels and in relation to different stages of the customer journey, and customers' needs
- Managing a framework of qualitative and quantitative measures that would allow the team to effectively monitor and evaluate customer satisfaction for all recruitment activities and events, in line with wider student recruitment objectives

### **Messaging, positioning and brand**

- In collaboration with the Head of Brand, Content & Design, develop engaging propositions for prospective student audiences and ensure these are embedded across all customer journeys from campaign to enrolment and deliver effective communication of brand values, institutional strengths and USPs
- Oversee all customer facing communication plans and messages that have clear content and (where applicable) call to action and actively encourage various target audiences to interact with MDX, to ensure recruitment objectives are embedded throughout all customer touch points
- Ensuring all officers have a clear understanding of the motivations of the target market
- Ensure copy is informed by and strengthens the University's overall brand positioning and reflects MDX values that correspond to specific target audience needs
- Develop and communicate an effective UK scholarships strategy and communicate to prospects effectively

### **Academic and university engagement**

- Ensure the development of a holistic framework for faculty specific marketing and student recruitment activities ensuring a collaborative approach between Marketing teams and academic departments
- Working with the Director of Student Marketing & UK Recruitment and the Commercial Strategy & Market Research team to ensure appropriate prioritisation of academic subjects and study levels in student recruitment and marketing plans
- Ensure the development of annual marketing plans for faculties and departments, taking into consideration all student marketing channels, institutional and department specific objectives
- Facilitate engagement with academic departments around campaigns and student recruitment events, ensuring a shared understanding of the required experience and objectives of all activities
- Liaise with key stakeholders (Academic and Services) across the university to ensure key strengths and latest developments are communicated to prospects where relevant

### **Customer and Competitor Benchmarking and Insight**

- Lead on the development of customer benchmarking tools and analysis, to understand activities undertaken by competitors with a focus on recruitment, events, communication and overall customer touch points
- Keep abreast of new marketing techniques to ensure MDX activities respond to target audience needs
- Liaise with the Director of Commercial Strategy & Market Research to ensure all campaigns are informed by the latest insight from current and prospective students and their influencers, and that an annual programme of insight work contributes to the required targeting and refinement of student marketing initiatives

**Budget responsibilities**

- Effective allocation of a significant budget aligned to strategy development and annual planning

**KPIs, reporting and measurement**

- Take full ownership of key performance indicators relevant to particular stages of customer engagement
- Drive the development of a reporting/meetings framework and tracking of results

Any other duties required by the Director of Student Marketing and UK Recruitment which are commensurate with the grade of the post.

**Hours:** 35.5 hours per week for 52 weeks per annum (see flexibility below).

**Leave:** 30 days per annum plus eight Bank Holidays and seven University days taken at Christmas (pro rata for part-time staff) which may need to be taken as time off in lieu.

**Flexibility:** Please note that given the need for flexibility in order to meet the changing requirements of the University, the duties and location of this post and the role of the post-holder may be changed after consultation. The balance of duties may vary over time and will be reviewed as part of the appraisal process.

## PERSON SPECIFICATION

**Job Title: Head of Student Marketing**

**Your supporting statement on your application form will be assessed to see how you meet each of the following criteria**

**SELECTION CRITERIA:****Education / Qualifications*****Essential:***

- Degree or equivalent relevant experience

***Desirable:***

- Hold or working towards a relevant professional qualification in Marketing

**Experience:*****Essential:***

- Experience of working in or with the higher education sector or in a similar youth marketing role
- Demonstrable experience in developing and implementing campaigns and marketing initiatives which delivered positive impact
- Proven ability in understanding and utilising campaign metrics, measurement and insight
- Experience in customer segmentation and successful communication campaigns

- Experience in brand dissemination, engagement campaign development and experiential marketing (including events)
- Ability and experience in setting, monitoring and reporting against targets
- Proven experience in leadership and management of staff, including leading change management
- Experience of managing large budgets to deliver return on investment

**Knowledge:**

***Essential:***

- Excellent knowledge of contemporary marketing strategies and emerging channels for engagement, particularly with youth audiences
- Knowledge of customer experience management approaches and methodologies used in marketing and sales
- Knowledge and understanding of mass/email marketing-communication principles and systems

**Skills:**

***Essential:***

- Communicate effectively and at all levels, be it at board level, with colleagues or suppliers
- Effective negotiation, persuasion and diplomacy skills
- Proven ability to work collaboratively and build strong working relationships internally and externally
- Proven ability to deal with a varied and complex workload while working under pressure and to strict deadlines
- A commitment to professionalism and delivery of exceptional service

**No Parking at Hendon campus:** There are no parking facilities for new staff joining our Hendon campus, except for Blue Badge holders. If you are applying for a post at our Hendon campus please ensure you can commute without a car.

Information on public transport to Hendon can be found here:

<http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

We offer an interest-free season ticket loan, interest-free motorbike loan, a cycle to work scheme and bicycle and motorbike parking and changing facilities.

**Flexible working applications will be considered.**

**Closing date: see job advertisement**

**Interview date: see job advertisement**

**What Happens Next?**

**If you wish to apply for this post please return to the portal and click on Apply Online.**

If you wish to discuss the job in further detail please contact Paul Woods, Director Marketing & UK Recruitment by email to [P.Woods@mdx.ac.uk](mailto:P.Woods@mdx.ac.uk) or by phone on (020) 8411 4306.

