

JOB DESCRIPTION

Job Title:	Head of Brand and Creative
Ref no:	MKG268-R-R
Campus:	Hendon
School/Service:	Marketing
Grade:	9
Salary:	£53,395- £61,496 per annum including outer London Weighting
Period:	Permanent
Reporting to:	Director of Communications and External Engagement

- The Head of Brand and Creative will have a dotted line responsibility to the Chief Commercial Officer who will provide wider prioritisation across UK recruitment, international recruitment, apprenticeships and partnerships audiences.
- The Head of Brand and Creative will work in liaison with Chief Commercial Officer and fellow Directors to evolve the brand through the Brand Steering Group.
- The post holder will also work closely with the Director, Marketing & UK Student Recruitment on student recruitment campaign and collateral development, content strategy for student recruitment/B2C audiences and with the Director, Commercial Strategy and Market Research on wider brand insight and research.

Reporting to Job Holder:	Brand Communications and Content Manager
	Senior Designer
	Mid-weight Designer
	Management of External Agencies

Overall Purpose:

The purpose of the role is to enable the University to achieve organisational distinctiveness through brand, design and content that drives student and stakeholder engagement and increases reputation and revenue.

The Head of Brand and Creative will lead the strategic development of Middlesex University's brand to create a compelling and distinctive brand story about Middlesex for its many audiences. The post-holder will lead the development and delivery of all elements of brand strategy, including the setting of style guides, brand guidelines, brand vision, value proposition, tone of voice and hierarchy of brand messaging for the University's short as well as long term strategic aims.

The post holder will act as the 'Guardian' of the Middlesex brand, working in partnership with Commercial Group Directors to ensure that the diverse range of marketing and communications outputs are planned and implemented to create a compelling story about Middlesex for its many audiences, through campaigns, print, digital and experiential channels. You will lead on our tone of voice and continually develop this to ensure we tell our story effectively and consistently across all channels and help establish and distinguish Middlesex amongst our competitors and stakeholders.

Working in partnership with key stakeholders, the post holder will ensure that institutional priorities inform and are aligned with the overall Middlesex brand. The post-holder will advise key services beyond the Commercial Group and at our overseas campuses on our brand, design and content. The post holder will also play a pivotal role in interpreting strategic and policy developments internally and externally in order to shape the future thinking and strategic direction of the Middlesex University brand.

Principal Duties:

Brand development and activation:

- Lead the development and delivery of a brand strategy for core audiences, ensuring the offer, narrative and positioning is aligned to their motivations and drivers in a way that differentiates the Middlesex brand from key and emerging competitors and engages our wide range of stakeholder audiences.
- Ensure that institutional priorities inform and are aligned with the overall Middlesex brand and are evaluated against brand objectives and audience data to provide strategic insight and guidance about on-going brand development.
- Interpret strategic and policy developments internally and externally in order to shape the future thinking and strategic direction of the Middlesex University brand.
- Ensure the Middlesex brand positioning is communicated clearly and consistently across all key touchpoints and digital and print channels for all audiences advising colleagues across the Commercial Group matrix structure and wider University. This will include all on and offline campaigns, website user journey, social and CRM and printed collateral. The post holder will ensure there is a coherent and consistent brand story that is apparent across all key channels.
- Develop and implement frameworks that ensure the brand is clearly communicated at both institutional, subject and discipline levels, ensuring positioning brings the brand to life through specific examples and case studies.
- Lead the development and delivery of the brand strategy across our international campuses and offices, advising international colleagues on implementation, providing support and training as required.
- Lead the development of the brand proposition and associated collateral for all audience groups, including prospective international students, emerging products and markets, such as apprenticeships and B2B/B2C partnerships – ensuring alignment within a coherent brand framework.
- Lead the development and embedding of policies, procedures, strategies and actions for the development and implementation of the Middlesex brand.
- Lead on developing consistent capability across the Commercial Group to ensure we deliver outstanding and distinctive brand content for Middlesex now and in the future.

Brand impact tracking:

- Establish mechanisms for tracking and assessing the success and impact of the brand for core audiences.

- Ensure audience feedback and quality processes are in place and review audience needs, ensuring brand, design and content activities are shaped to meet them.
- Ensure effective monitoring and evaluation of competitor brands, content and design to inform on-going brand development.

Visual brand and design:

- Lead the coherence and development of the brand visual identity and story across all relevant channels to ensure differentiation of Middlesex for all audiences.
- Oversee the day to day management of the in-house design team and related freelance and consultant outputs, allocating resources accordingly.
- Drive the day-to-day management and regular review of external agencies, including creative direction where required, to ensure efficiency and productivity in the delivery of best practice solutions.
- Develop a toolkit for others to implement the brand, providing advice and support to staff responsible for marketing and customer service delivery as well as advising the wider University on how to use the toolkit to connect with the brand.

Content:

- Lead a team that creates outstanding, emotive and engaging content for all channels (print, digital, video, experiential) that is brand led, of the highest quality and has measurable impact.
- Lead the development of a consistent content narrative ensuring this is embedded across all channels and relevant to all audiences.
- Develop and embed a 'bank' of boilerplate information, standard descriptors and case studies to ensure consistency of our brand proposition and messaging.
- Lead the continuous delivery of editorial and multimedia content that enhances the institutions' position and ensures effective re-use across the Commercial Group and other stakeholders.
- Shape and respond to the information needs of various target audiences across the Commercial group and wider stakeholders, ensuring that content is created to engage and inform and supports commercial objectives.
- Ensure content creation is driven by a clear understanding of the latest developments and trends in content marketing.

Planning and budget management:

- Lead on the management and scheduling of all brand, design and content activity to maximise quality, efficiency and value-for-money
- Provide a holistic overview of the team's projects and provide reports to senior managers and the Executive team as and when required
- Manage budgets for the university brand, design and content creation and provide value for money when working to the briefs of other University stakeholders.

Effective team leadership and development:

- To manage team welfare, pastoral and HR issues covered by documented procedures, also setting objectives, motivating team members, being responsible for allocating work, monitoring performance of individuals and achievements of the team, giving feedback and encouragement and ensuring standards are met and enhanced.

- Lead regular meetings with team to review, analyse and plan workflows effectively.
- Monitor team performance, achievements and giving feedback and encouragement, ensuring standards are not only met but exceeded, driving excellence and distinctiveness across all brand, design and content work
- To provide training and guidance to new members in the team.
- To work as an integral part of the senior team within the Commercial group and represent the team at various pan-University forums as needed.

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

Leave: 30 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 Brand and Creative

SELECTION CRITERIA:

Essential

- Significant experience of brand-related marketing management
- Demonstrated ability to build brand and deliver brand marketing strategy
- Extensive experience of managing agencies to deliver websites, campaigns, design work and brand development
- Experience in the use of content marketing communications techniques to drive marketing performance
- High level project planning and organisational skills across a broad range of activities and outputs
- Evidenced leadership experience, both in terms of developing clear strategy and plans, managing a diverse team and wider influencing
- Expertise in commissioning and delivery of research and insight to inform marketing activity, organisational strategy and brand/reputation tracking
- Personal skills to motivate, organise staff and delegate effectively
- Excellent communication and writing skills.
- Ability to manage and control budgets.
- Be educated to degree level or above, or equivalent.
- Motivation to succeed
- Proven ability to network and influence at a senior level within an organisation
- Proven ability to articulate and represent views of others effectively, communicating views and priorities in a variety of contexts include small and large meetings and discussion groups
- Highly organised with excellent verbal and written skills and able to maintain pressure to complete business critical projects against fixed timescales
- The willingness to adapt and to acquire additional skills as may be required to implement and support the University's corporate and commercial goals

Desirable

- Experience developing brand in the Higher Education sector
- Professional marketing qualification

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 for applications: 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 post in further detail please contact: Angela Martyn, Director,
Communications and External Engagement at A.Martyn@mdx.ac.uk or on (020) 8411 6237.