

JOB DESCRIPTION

Job Title:	Marketing Manager
Ref no:	MKG466
Campus:	Hendon
Service:	Marketing
Grade:	Grade 7
Starting Salary:	£41,990 per annum inclusive of Outer London Weighting rising to £48,228 incrementally each year
Hours:	35.5 hours per week, actual daily hours by arrangement
Period:	Permanent
Reporting to:	Head of Student Marketing & Campaigns
Reporting to Job Holder:	Faculty Marketing Officer x 3 Faculty Marketing Administrator x1

Principal Duties

Development and delivery of consistent faculty marketing planning and liaison:

- Delivering a framework, under the direction of the Head of Student Marketing, which provides guidance and support to Marketing Officers and broader staff within the University on best practice in collaborative marketing activity with departments and the consistent planning of these activities.
- Ensuring faculty marketing plans align to central marketing, faculty and university objectives, and include clear and measurable objectives to determine success and that these are regularly monitored and reported on to departments.
- Ensuring consistency in the standard and quality of collaborative marketing activities, providing input into the development and delivery of these activities and the process of targeting events and initiatives appropriately within the prospective student and applicant lifecycle.
- Working with the Head of Student Marketing & Campaigns to develop and deliver mechanisms for consistent communication and updating of faculties across the Marketing and Recruitment teams.
- In addition to overseeing activity across all faculties, take responsibility for stakeholder liaison and faculty marketing planning and delivery for a specific faculty.

Content development and reputation management:

- Overseeing content development, including supporting messaging in brand level content and that which is targeted at specific faculties, subject areas and courses, working with colleagues in Student Marketing and Brand & Creative areas to develop annual content plans and content approaches including for course pages and the Discover Middlesex content portal.
- Ensuring the delivery of content which increases Middlesex University's reputation and reach, working with colleagues in PR & Communications to bring compelling stories to life through different platforms for student audiences.
- Supporting Faculty Marketing team (officers and administrator) in ensuring faculty specific content, including social media, is capitalised on and integrated into marketing plans where it adds value and increases reputation.

- Providing a key point of contact to external marketing agencies in the delivery of faculty specific marketing projects, including copywriters, video agencies and media agencies.
- Developing a framework to agree and centrally log key unique selling points (USPs) and statistics with academic departments and ensure their appropriate use in faculty content across the customer journey.
- Providing input into central marketing and campaigns planning, to ensure faculties are appropriately profiled and represented and that faculty content meets the needs of all audiences (UG/PGT/UK/international and emerging pathways).

Course prioritisation and insight:

- Ensuring course prioritisation agreed with Head of Student Marketing & Campaigns and the Strategy & Insight team, along with external/internal insight is embedded in annual planning, ensuring that high priority courses receive appropriate visibility.
- Supporting the launch of new programmes, together with the Head of Student Marketing & Campaigns and Senior Marketing & Campaigns Manager, ensuring bespoke marketing plans are prepared before launch, where necessary, and faculty are engaged with their launch.
- Ensuring Faculty Marketing Officers monitor data points to gauge effectiveness of activities and overall recruitment trends regularly, and that this is then reflected in their work.

Supervision and line management of Faculty Marketing Officers:

- Line manage a team of Faculty Marketing Officers and Faculty Marketing Administrator, providing appropriate leadership, development and support.
- Act as the first point of escalation for Faculty Marketing Officers in resolving complex queries from faculties, providing advice and guidance on resolution of issues.

Other:

- Any other duties required by the Head of Student Marketing & Campaigns or Director which are commensurate with the grade of the post.
- As duties and responsibilities change, the job description will be reviewed and amended in consultation with the post holder.
- The post holder will actively follow Middlesex University policies including Equality & Diversity policies.
- The post holder will carry out all duties in accordance with the University's vision and values

PERSON SPECIFICATION

Job Title: **Marketing Manager**

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:

- A first degree or equivalent experience that demonstrates an understanding of marketing/communications principles.

Experience

Essential:

- Experience and impact in collaborating and communicating with and influencing complex stakeholder groups within an organisation
- Experience of developing marketing plans
- Experience of monitoring outputs against objectives and refining plans of work accordingly

Knowledge

Essential:

- Good understanding of requirements for delivery of effective marketing communications online and in print

Skills

Essential:

- Excellent copywriting skills with the ability to deliver top quality brand driven communications to a wide variety of audiences and across multiple channels
- Excellent administrative and organizational skills including the ability to time manage and work under pressure
- Excellent verbal and written communication skills
- Demonstrable ability to build strong working relationships with internal and external stakeholders and at all levels of an organisation
- Ability to work to strict deadlines whilst maintaining close attention to detail
- Ability to lead and motivate other colleagues within a team, including those reporting directly to the post and in a matrix structure
- Creative approach to problem solving

Equality Diversity and Inclusion

Essential

- Demonstrable commitment to fairness and the principles of equality and inclusion.

M U Services Limited

Middlesex University has established a wholly owned subsidiary, MU Services Limited, to provide professional services to the University. Staff of MU Services Limited will work alongside Middlesex University staff and will be employed by MU Services Limited. All University policies and procedures and the University Professional Services Staff Handbook will apply to MU Services Limited staff during their employment, unless where expressly stated otherwise.

Annual 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 postholder may be changed after consultation. The balance of duties may vary over time and will be reviewed as part of the appraisal process.

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.

We value diversity and strive to create a fairer, more equitable work environment for our staff and students.

We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff diversity networks, campus facilities and services to support staff from different backgrounds.

The postholder should actively follow Middlesex University policies and procedures and maintain an awareness and observation of Fire and Health & Safety Regulations.

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 Artur Krasnov, Head of Student Marketing & Campaigns, via email on a.krasnov@mdx.ac.uk