JOB DESCRIPTION

Job Title:	**Head of Digital Marketing**
Ref no:	**MKG478**
Campus:	**Hendon**
Service:	**Marketing**
Grade:	**Grade 9**
Starting Salary:	**£58,664 per annum inclusive of Outer London Weighting rising to £67,557 incrementally each year.**
Hours:	**35.5 hours per week, actual daily hours by arrangement**
Period:	**Fixed Term – 12 Months. If you are applying internally for a temporary secondment you must discuss this with your line manager before applying)**
Reporting to:	**Director of Marketing & Recruitment**
Reporting to Job Holder:	**Digital Experience Manager, Social Media Manager, CRM Manager and fixed term roles required for delivery of specific projects**

Overall Purpose:

The Head of Digital Marketing will provide strategic vision and leadership for the development, utilisation and ongoing optimisation of the University's digital marketing and engagement channels and platforms - including its website (CMS), CRM system, mobile applications, digital acquisition channels (including SEO), and social media.

The post holder will be responsible for ensuring the delivery of stimulating and innovative digital experiences to all of our prospect and stakeholder audiences and across/between all platforms. They will ensure these experiences provide a catalyst in delivering the University's objectives and are effectively mapped against these. These include the increase of our reputation and reach, as well as our student recruitment, retention and satisfaction of our current students and our broader stakeholder engagement.

Crucially, they will ensure the experiences on our platforms are reported on and refined on an ongoing basis, embedding a culture whereby the digital marketing team provide proactive recommendations and expertise to business areas on best practice and potential improvements and work with these areas to co-deliver them. The post holder will ensure these recommendations are underpinned by both internal data and innovative sector/wider approaches and developments in relation to digital marketing.

The post holder will play an essential role in supporting the University's brand, strategy and its communication – they will embed the utilisation of digital metrics to influence course development and new ways of storytelling around the Middlesex University proposition. They will work across the University to ensure complex information and ideas can be brought to life on the most appropriate channels for targeted stakeholder groups and that business areas are appropriately equipped and supported in doing this.

The role will have a particular emphasis on web and digital transformation, and will be required to balance projects to re-platform our core web and CRM systems with the requirement to deliver day-to-day digital marketing direction and support to the University and its overseas campuses.

Principal Duties:

Strategic Development

- Lead on the development of the institution's strategic approach to digital channel management, steering best practice in the area of digital user experience and content and that all channels work seamlessly together as part of this experience.
- Utilise industry and out of sector best practice in digital marketing, along with data analytics to drive all digital marketing activity, and to secure buy-in to approaches from stakeholders across the University.
- Oversee the development of approaches to web, CRM and social media which align with the overarching strategic approach to channels, and which recognise the role each plays in the delivery of University objectives.
- Develop frameworks to ensure the most appropriate and effective use of channels and the appropriate development and maintenance of content, ensuring models of delivery across channels which recognises audience, message and required outcome. .
- Embed governance models to ensure highly effective quality assurance mechanisms for content across channels, with the ability to devolve content delivery in a hub and spoke model and lead communities of experts to share best practice in digital channel use.
- Oversee the development of processes in relation to the execution of digital marketing initiatives, and streamlining and making efficiencies where possible to ensure resource is maximised.
- Managing strategic relationships with external agencies and partners responsible for the delivery of digital platforms and supporting them.

Digital Performance Management
- Leading on the development of a reporting framework for all digital channels which provides regular updates on channel effectiveness against agreed KPIs and provides recommendations for improvement.
- Ensuring a shared understanding across all marketing and communications teams of the channels driving traffic to the website, engagement through the website and empower the digital marketing team to provide proactive recommendations for improvement.
- Optimising performance across all digital channels including paid search, social media and SEO.
- Commissioning and evaluating primary customer research, digital insight projects and utilising competitor data and ensuring dissemination and related actions across the broader University.
- Enhance the use of analytics tools and the embedding of measurable objectives/KPIs and optimisation of activity around these across all digital channels and within all business areas.
- Ensure compliance with external legislation and regulation across all digital channels, and that any changes to this are implemented, and specifically accessibility standards and GDPR and CMA requirements.

Online Brand Management
- Work alongside brand and creative team to ensure consistency of messaging across all digital channels.
- Ensure quality of message and use of the agreed tone of voice is embedded in the

best practice networks led by the digital team, including dissemination of best practice in how to deliver on different channels.

- Ensure quality of user experience including monitoring and management of misspellings, broken links etc.
- Facilitate adherence and implementation of appropriate brand messages through the development of appropriate digital sign-off processes which are embedded in our channels and systems.

Digital Innovation Management and Transformation

- Leading the ongoing development of the institution's external websites and related web platforms, including but not limited to the intranet, UniHub and student apps, taking the role of system 'product owner'.

- Continually monitoring the external environment in relation to digital marketing technology and bringing forwards proposed enhancements to the University's marketing-focussed digital landscape as part of a joined up digital technology roadmap.

Social Media Management:

- Lead the development, adoption and stewardship of social media within the institution, with a view of raising awareness and driving greater levels of engagement.
- Provide consultation to colleagues in appropriate strategies and tactics to engage audiences in a social media space.
- Install and oversee social metrics to provide insight into social and content performance as well as brand empathy.

Customer Relationship Systems Management:

- Oversee CRM system development and management, working closely with Student Recruitment Marketing, Admissions and other University departments and support a roadmap for future CRM development.
- Work closely with CRM Channel Manager and the Conversion & CRM team on the creation, implementation, optimisation and reporting on multichannel CRM programmes which build an engaging customer journey whilst delivering an elevated, consistent and efficient brand experience.
- Advocate the culture of effective customer relationship management and customer communication excellence across the organisation.

Team Management:

- Lead and directly line manage the campaign, web, social and CRM areas to deliver industry leading digital experience and which facilitates an increase in the university's reputation, reach and recruitment.
- Lead project and virtual teams, both within the digital marketing area as well as broader cross-functional teams, ensuring the utilisation of distinct expertise and embedding of shared goals.
- Develop team members through reviews, objectives and identify training where required, motivating team members to deliver excellence in everything they do.
- Anticipate future demands and identify strengths, weaknesses, opportunities and threats and formulate action plans where necessary.

Budgetary Management:

- Responsibility for planning and budgetary control of social, web and CRM systems areas and budget planning and liaison with other key budget-holders on university wide systems development and maintenance.

Liaison with Key Stakeholders

- Liaise with key stakeholders across the University to build positive, collaborative relationships to ensure delivery of high quality digital marketing activity, at all levels from Executive to operational teams.
- Play an active role in any committees and working groups where digital marketing guidance is required. This may include working on cross University projects and programmes of work to bring together a joined up student journey.
- Liaise with key stakeholders to devise and plan a comprehensive digital strategy (including but not limited to web, content and CRM) and subsequent plans to integrate into existing systems.
- Manage relationships with third party digital agencies and suppliers.

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

Any other duties required by the Director, Marketing & Recruitment which are commensurate with the grade of the post.

PERSON SPECIFICATION

Job Title: Head of Digital Marketing

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

SELECTION CRITERIA:
Essential
- A proven track record of delivering strategic improvements to digital marketing channels through data-driven optimisation, strategic thinking and effective project/people management
- Significant direct operational experience of managing digital marketing platforms
- Ability to bring together experiences across websites, social media channels, SEO, CRM platforms and other digital marketing tools as part of an omnichannel digital marketing approach
- Proven ability in setting measurable objectives against digital channels which indicate success and drive the work of broader marketing and communications teams, ensuring these were embedded in channels using appropriate analytical tools
- Possess strong knowledge of digital marketing platforms and applications available on the market, and be able to analyse and understand and assess requirements for these platforms, including through tender processes
- Ability to source and manage suppliers and partners, develop and maintain good working relationships to deliver requirements in accordance with budgetary thresholds to achieve value for money and platform improvement
- Proven ability to communicate effectively, verbally and in written form, at all levels, be it at board level, with colleagues or suppliers
- Proven leadership and management skills, including the ability to motivate and develop teams whilst managing and monitoring complex workloads to ensure priorities can be effectively delivered on
- Exceptional influencing skills, including the ability to work across teams and build strong working relationships which drive impact of work
- Ability to balance a creative eye for detail with the ability to understand, interpret and act upon data from a variety of sources
- Ability to balance strong long term vision and planning with the need to be agile and respond to emerging trends
- Proven project and process management skills
- Demonstrable commitment to fairness and the principles of equality and inclusion

Desirable
- Qualified member status of the CIM (or digital equivalent)
- Experience of working in the higher education or related sector, or with youth brands

MU 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.

Fixed Term Contract

This temporary appointment is for the following allowable reason:

- Pending a restructure

Therefore, this appointment has a defined end date of 12 months or when the substantive job-holder returns to the job, whichever is soonest.

If you are applying as an internal candidate to do the temporary post as a secondment please discuss this with your line manager first and read our [Secondment Guidelines](#).

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 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.

Parking at Hendon campus

There are currently *Regular Parking Permits and Pre-Paid Parking options* available to new joiners. Further details are available on the Travel and transport page on the staff intranet. *Please note if the number of applications becomes oversubscribed these parking options could be withdrawn at any point.*

Information for Disabled Staff
Staff and visitors with their own current blue badge have access to free parking on campus. All blue badge holders should present a copy of their blue badge to the security office in the Quad. Holders will be given car park access up to the date of expiry of their blue badge.

Public Transport
Our Hendon Campus is well served by public transport with buses, London underground and British Rail services all within a short walk of the campus. You can get detailed journey information from TfL (www.tfl.gov.uk) and have a look at our directions and location to help plan your travel: 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 Elita Eliades, Acting Director of Student Marketing & UK Recruitment, via email at e.eliades@mdx.ac.uk

If selected for interview, you will hear directly from someone in the School/Service, usually within 3 weeks of the closing date.