

JOB DESCRIPTION

Job Title: Head of Digital Marketing
Ref no: MKG225
Campus: Hendon
School/Service: Marketing
Grade: 9
Starting Salary: £51,423 per annum inclusive rising to £59,224 incrementally each year

Period: Permanent

Reporting to: Director of Marketing

Reporting to Job Holder: Web Manager, Content Manager and CRM Manager

Overall Purpose:

The Head of Digital Marketing will provide vision and leadership for the strategic development of the University's digital marketing landscape, ensuring the delivery of an excellent, stimulating and innovative digital experience to all of our prospect and stakeholder audiences. In a highly competitive environment where prospective students are bombarded with choice, we need to provide sector leading experience for all our audiences, utilising the latest multi-channel communication tactics and technologies.

As an expert in your field, you will lead the enhancement of the institution's digital channels through continuous development and enhancement of our digital presence including user experience (UX), content, SEO, CRM and mobile. Throughout, you will drive the brand through all communications and channels – maximising reputation, recruitment and reach amongst our key audiences.

The post-holder will oversee the development of core content and social strategies through their content team to enrich engagement, exercise synergies across marketing outputs and unlock potential content and social-led themes and campaigns.

You will also give strategic direction and leadership to the web team, honing primary web product developments to ensure rich engagement with key audiences. This will include the digestion of complex conceptual ideas and bringing them to life for stakeholder consideration.

You will lead further CRM integration to facilitate personalised, relevant and timely communication with our key audiences to enable them to have a best-in-class, rich and seamless university experience.

Success will be measured by the development and delivery of a content and social strategic plan, quality of output, audience engagement, the meeting of bespoke

KPIs and analytics as well as the development of relationships internal and external to Middlesex University.

Principal Duties:

Strategic development

- As key stakeholder, actively contribute to the devising of the institution's digital strategy, steer best practice in the area of digital user experience and content through industry best practice and analytic data.
- Explore the utilisation of market leading, multi-channel communication developments and technologies to keep all our audiences informed, engaged and connected with Middlesex.
- Devise strategies to drive online traffic to the university website.
- Oversee the social media strategy for the university.
- Devise and deliver an effective content marketing strategy, securing feedback, endorsement and support from key stakeholders, tailored to audience, brand and key institutional themes.
- Devise the marketing-focussed digital strategy, securing feedback and endorsement from key stakeholders.

Team management

- Lead the content, web and CRM areas to deliver industry leading digital experience and traffic and reputation enhancing content that meets the strategic objectives of the University, supported by analytics.
- Regularly meet with the teams to define and manage digital, content and CRM development.
- Develop team members through reviews, objectives and identify training where required.
- Motivate team members to deliver excellence in everything they do.
- Drive innovation and encourage the wider Marketing team to seek out and identify new trends in digital, including technical enhancement, content creation and deployment.
- Drive efficiency and planning processes that will aid digital delivery, content creation and its organisation.
- Lead by example - relationship management with schools, academics, wider marketing team.
- Anticipate future demands and identify strengths, weaknesses, opportunities and threats and formulate action plans where necessary.

Digital performance management

- Tracking conversion rates and making improvements to the website
- Developing and managing digital marketing campaigns, working closely

- with Student Recruitment team and third party agencies.
- Utilising a range of techniques including paid search and social media, SEO and PPC.
- Evaluating customer research, market conditions and competitor data
- Enhance analytic tools use and understanding, placing metrics at the heart of everything we do across digital.
- Lead analytic use and best practice approach through teams.
- Develop KPI structure for digital performance review.
- Act as mentor and owner of analytic process to teams.
- Ensure any changes in legislation or regulation are implemented or observed.

Online brand management

- Managing online brand and product campaigns to raise brand awareness.
- Advocate of the brand essence, identity and tone of voice guidelines.
- Ensure adherence to and implementation of the above across our digital infrastructures and in all copy and content creation, adhering to appropriate sign-off procedures.

Digital innovation management

- Managing any future plans for redesign of the institution's website and bring enhancements to the University's marketing-focused digital landscape.
- Improving the usability, design, content and conversion of the company website.
- Review new technologies and keep the company at the forefront of developments in digital marketing and experience.
- Effective digital roadmap development and delivery that brings about effectiveness and efficiencies.
- Oversee digital campaign plans to ensure they are innovative, brand led and effective.
- Work with the Global Campaigns Manager to devise more effective integrated campaigns

Social media management

- Lead the development, adoption and stewardship of social media both within the marketing team and the institution.
- Provide consultation to colleagues in the creation of innovative content plans 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 implementation, development, management, working closely with Student Recruitment Marketing, Deputy Academic Registrar and CCSS.
- Work closely with CRM Manager on creation, implementation, optimisation and reporting on multichannel CRM programmes which build customer journey whilst delivering an elevated, consistent and efficient brand experience.
- Oversight of the delivery of MDX customer journey via CRM for prospects, current students, alumni and other audiences.
- Advocate the culture of effective customer relationships management and customer communication excellence across the organisation.

Budgetary management

- Responsibility for planning and budgetary control of content, 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.
- Play an active role in any committees and working groups where digital guidance is required. This may include working on cross University projects.
- Lend guidance on media and action plans with team, schools and key stakeholders to deliver key content in an effective and time-sensitive manner.
- 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.

PERSON SPECIFICATION



Job Title: Head of Digital 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:

- Marketing degree or equivalent relevant experience
- Qualified member status of the CIM (or digital equivalent)

Experience:

Essential:

- Experience of working collaboratively to create cohesive digital strategy.
- Experience in managing websites, social media, PPC and SEO
- Experience in using CRM and marketing automation platforms.
- Previous experience in a similar digital role.

Desirable

- Experience of seeding content on social media, interacting with followers and creating 'buzz'.
- Experience in overseeing UX and analytics
- Experience of working with social influencer and affiliate programmes

Knowledge:

Essential:

- Possess technical knowledge on available standards, methods, tools and applications, and be able to analyse requirements and advise on scope and options, as required.
- Strong understanding of current digital marketing concepts, strategy and best practice.

Desirable:

- Be able to demonstrate advanced knowledge of web, instant messaging, social and video applications' trends

Skills:***Essential:***

- Communicate effectively and at all levels, be it at board level, with colleagues or suppliers.
- Be able to source and manage suppliers, develop and maintain good working relationships to deliver requirements in accordance with budgetary thresholds to achieve value for money.
- Have a high level of personal responsibility, and be able to establish and initiate own work and set own objectives and milestones. Be capable of advising and offering objectives for others.
- The ability to suggest and develop creative ideas and treatments for online content (such as video, copy, images) for multi-channel campaigns.

Desirable:

- The ability to influence beyond direct responsibilities in terms of a customer-first, digital-first mindset.
- High level of computer skills with particular reference to the use of web software, e.g. experience of CMS systems, html coding, podcast and video-editing and packaging software etc.

Motivation:

- Career aims: Enthusiasm for developments in the digital environment and the development of coherent marketing communication campaigns, in order to achieve strategic marketing objectives. Positive attitude towards working with a broad range of colleagues and stakeholders.

Hours: 35.5 hours per week, actual daily hours by arrangement.

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.

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.

The post holder 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 discuss the job in further detail please contact Lucy Everest on (020) 8411 6115.

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