

**University of Derby Job Description**

# Job Summary

College Marketing Manager

## College/Department

Marketing and Communications

## Location

Kedleston Road, Derby

## Job Reference Number

0416-21

## Salary

£32,871 to £35,622 per annum

## Reports To

Head of Student Recruitment

## Line Management Responsibility

Yes

# Job Description and Person Specification

## Role Summary

A strategic role that leads on all marketing and student recruitment activity for the College of Business Law and Social Sciences. The post-holder will establish clear direction for marketing the College and oversee the delivery of marketing required to achieve business, recruitment, and reputational objectives.

A key part of the role is the ability to provide strategic marketing advice to colleagues in support of product development, customer journey and experience, and market positioning. Ultimately, success will be judged by the College’s ability to recruit quality students in line with set targets, covering undergraduate and postgraduate, home, and international. The post-holder is part of the University’s Marketing and Communications Team, working closely with colleagues across the department to share best practice in support of broader business objectives.

## Principal Accountabilities

1. Lead the development and delivery of a marketing and recruitment strategy for the College, ensuring all activity is in line with the broader University brand and recruitment strategies.
2. Lead on the creation of an annual marketing and communications plan for the College, with clear deliverables and KPIs.
3. Work in close liaison with senior colleagues across Marketing and Communications to ensure the College benefits from impactful, strategy-led activities across Campaigns, Schools and College Liaison and Events.
4. Establish an intelligence-led approach to all planning and delivery, utilising market research and data analysis to ensure tactics are in line with the business needs of the College, including portfolio development and the strategic ambitions of the University.
5. Play a full, active, and strategic role in the College Senior Management Team to report on and present marketing activity, market research findings, attraction and conversion activities and to advise on appropriate tactical changes as necessary.
6. Proactively seek out best practice and trends from across the sector and beyond, providing regular updates.
7. Support the use of CRM and automation platforms (currently Microsoft Dynamics and Marketo) for student recruitment and conversion activities. Ensure the team adheres to the University’s policies around data protection.
8. Clearly define the format, purpose, and channel requirements for each piece of content, from paid digital media assets and landing pages, to organic social media posts and copy for printed direct mail.
9. Manage the Colleges’ marketing budget, ensuring spend is appropriately planned and monitored.
10. Line management responsibility for the College Marketing team, setting objectives, managing priorities, and driving high-performance and development. Lead by example in terms of embedding a culture of continuous improvement, encouraging team members to be innovative and creative in their approach.
11. Take the lead with College academic and support colleagues to ensure they play a proactive and impactful role in supporting student recruitment objectives.
12. Work closely with other College Marketing Managers and the wider Student Recruitment team including Schools and College Liaison and Events to enhance recruitment activity by supporting and taking a lead on projects as required.
13. Be a proactive member of the Marketing and Communications team sharing knowledge, best practice, and experience with colleagues to further build and improve broader marketing activity.
14. Deputise for Head of Student Recruitment as required.
15. Work proactively with colleagues across Marketing and Communications to assist the delivery of the full range of activities undertaken within the department to support student recruitment including, Higher Education Fairs, Open Days, Clearing, business, and community events.

## Person Specification

### Essential Criteria

#### Qualifications

* Relevant degree in marketing (or equivalent) or comparable knowledge gained through professional experience

#### Experience

* Experience of creating departmental marketing strategies and operational plans to support specific business objectives and targets
* Experience of planning within defined resources and delivering to this plan successfully
* Experience of providing marketing leadership and advice
* Excellent creative skills, creating content, copywriting, and an innovative approach to marketing campaigns
* Evidence of operating effectively at management level, with the ability to lead and inspire a high performing team
* Evidence of the use of insights to inform and influence strategic decisions
* Evidence of success in using CRM systems and data to drive conversion activities
* Experience of managing budgets

#### Skills, knowledge & abilities

* Strong communication and inter-personal skills – written and verbal – with proven ability to engage with senior colleagues and communicate complex information to a variety of audiences
* Strong leadership skills to motivate team and colleagues
* Proven ability to develop and deliver a comprehensive marketing plan that achieves results
* Demonstrable and extensive knowledge of all aspects of marketing campaigns
* Creative and innovative with a strong eye for detail
* Demonstrable ability to motivate, inspire and lead a high performing team
* Resilience and the ability to remain calm, professional, and focused at all times
* Proven ability to plan and organise individual and team activities, short and long-term
* Knowledge of legal issues e.g., data protection, CMA guidance and copyright

#### Business Requirements

* Flexible approach to working hours as occasional weekend and evenings work will be required to support recruitment events

### Desirable Criteria

* CIM qualification

# Benefits

As well as competitive pay scales, we offer generous holiday entitlement. We also offer opportunities for further salary progression based on performance, and the opportunity to join a contributory pension scheme.

The University of Derby is committed to promoting equality, diversity, and inclusion. However you identify, we actively celebrate the knowledge, experience and talents each person brings

For more information on the benefits of working at the University of Derby go to [the Benefit pages of our website.](https://jobs.derby.ac.uk/display.aspx?id=1912&pid=0&tabId=230)