

JOB DESCRIPTION	
Job Title: Digital Marketing Manager	Accountable to: Strategic Marketing & Sales Manager, UAL Short Courses
Contract length: Permanent	Hours per week: 35 Weeks per year: 52
Salary: £40,454 - £48,534	Grade: 5
Service: UAL Short Courses Ltd	Location: Various UAL sites
<p>Who are UAL Short Courses Ltd?</p> <p>UAL Short Courses Ltd (UALSC is a wholly owned subsidiary of the University of the Arts London, offering non-accredited short course education and training for children and adults. UALSC offers learning to over 120,00 students per year, with targets to grow by 50% in the coming years across our online and onsite delivery.</p> <p>UALSC is part of the University's department of Academic Enterprise which leads the University of the Arts London's commercial educational operations. Academic Enterprise is integral to the University's long term development. It's mission is to increase the amount of income generated by the University from non-core teaching and research activities. It includes a number of successful existing business operations including UAL Short Courses Ltd, AE International (English Language preparation and Study Abroad) as well as UALAT. There are 100 staff and 1,500 hourly paid staff in Academic Enterprise. The department expects to have an annual turnover of £21m in 2022/23 from which it will generate a significant surplus which goes to support UAL's strategic ambitions.</p>	
<p>What is the purpose of the role?</p> <p>To develop and deliver an effective marketing and communications programme driving sales and income generation activities for the UAL Short Courses Ltd (UALSC) business, which delivers over 1,800 courses to over 16,500 customers each year. The key objective of the role is to grow the number of students and foster a community of lifelong learners.</p> <p>The post-holder will lead the strategy for digital marketing channels including performance marketing campaigns for UALSC focused on acquisition and retention. They will manage a small team of digital marketing and editorial content colleagues, delivering engaging digital marketing collateral, campaigns, and web content to with the aim to support prospective students in discovering their creative future with short courses and in turn increase revenue. The post-holder will provide strategic guidance and management with an aim to achieve or exceed targeted key performance indicators for website traffic growth, sales, social engagement, newsletter sign-ups and other engagement.</p> <p>The post-holder will have a thorough understanding of growth acquisition strategies, multi-channel performance marketing strategies and tracking technologies, and an ability to innovate in audience engagement, conversion, and retention.</p>	

Duties and Responsibilities

- To coordinate, develop and evaluate the planning of an annual performance marketing and ecommerce sales plan for UAL Short Courses focused on acquisition and retention.
- Work across the team to create a holistic digital marketing strategy focused on growing revenue and improve ROI.
- To analyse and report on competitors, course/product performance and promotional response, to evaluate and plan future marketing activities.
- To lead on multi-channel projects ensuring digital channel activity is aligned to deliver business objectives through evaluating data reports and ROI.
- Drive paid and organic traffic generating demand to drive incremental sales online.
- Work with internal stakeholders to define and implement the future digital acquisition strategy, ensuring that the UALSC acquisition activity continues to evolve to hit business targets.
- Work closely with the Strategic Marketing & Sales Manager to ensure that appropriate qualitative and quantitative data is part of the strategic planning and annual business development cycle.
- To plan and produce engaging digital marketing campaigns attracting UK and International students to study short courses.
- To collaborate with the Marketing and Communication Manager to create or commission content for social media channels, including videos, student testimonials and photoshoots.
- Managing the website of UAL Short Courses, working closely with the wider Marketing team including the Performance marketing coordinator, UAL the Digital Team and the LMS supplier (Administrative) to ensure that the user experience and our ecommerce functionality is being continuously evaluated and improved.
- To oversee the UALSC web pages, including content, design, and functionality, and monitor KPIs working with the digital team to implement enhancements.
- Analyse the web and booking system performance to optimise use of our e-commerce systems including the website, SEO, booking systems and use of digital marketing channels.
- To co-ordinate the integrations, tracking and reporting between the CRM, Web Content Management System and e-commerce software to increase sales and income/profit generation.
- Work with the Customer Service Coordinator to implement best practices for CRM and monitor campaign to enquires
- To manage collection of customer data and distribution of all communication in compliance with GDPR legislation.
- To support the efficiency of the CRM tool (Salesforce), ensuring key data points are tracked for use in marketing communications.
- Lead the development of marketing automation within the e-commerce environment and student journey including liaison with the appropriate digital teams across the University.
- Build and maintain good relationships with internal networks and to participate as required in cross-College and cross-University groups.
- To work collaboratively with other marketing and communication colleagues across all UALSC and UAL to produce joined up campaigns and projects supporting coherent customer engagement and experience, and to facilitate cross selling and upselling.
- To follow finance procedures and ensure all marketing activities are delivered within strict budget parameters.

Other Conditions

- You may be required to work such additional/different hours as may from time to time be necessary for the proper and efficient discharge of duties which may include evenings, Saturdays, Sundays and bank holidays.
- You will be required to regularly travel to other sites as necessary.

General

- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within UALSC.
- To undertake health and safety duties and responsibilities appropriate to the role
- To work in accordance with UALSC policies, promoting equality and diversity in your work
- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the Planning, Review and Appraisal scheme and staff development opportunities
- To make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness
- To conduct all financial matters associated with the role in accordance with UALSC policies and procedures, as laid down in the Financial Regulations

Key Working Relationships

- Strategic Marketing and Sales Manager, Marketing and Communication Manger and Customer experience Coordinator
- Head of Development and Development Manager, UALSC
- College Marketing & External Comms teams, UAL Student Recruitment and Marketing
- Short Course students and Short course tutors (for digital content creation)
- Marketing and Communication staff within UALSC and across Academic Enterprise
- UAL Digital Team
- External suppliers – agencies, consultants, photographers, copywriters,

Specific Management Responsibilities

Budgets: Marketing Budget for designated digital advertising – approx. £150k

Staff: 1 x Performance Marketing Coordinator & 1 Digital Marketing & Communications Coordinator

UAL Short Courses is committed to creating diverse and inclusive environments for all staff and students to work and learn – a workplace where we can be ourselves and reach our full potential. We offer a range of family friendly, inclusive employment policies, flexible working arrangements and Staff Support Networks. We welcome applicants from diverse backgrounds, including race, disability, age, sex, gender identity, sexual orientation, religion and belief, marriage and civil partnership, pregnancy and maternity, and caring responsibility.

PERSON SPECIFICATION

Specialist Knowledge/Qualifications	Educated to degree level or equivalent professional experience
Relevant Experience	<p>Experience of working in the higher education sector or Service industry marketing is desirable.</p> <p>A strong background in acquisition marketing channels, including Affiliates, Display, PPC and Online Partnerships; either in a client or agency side role.</p> <p>Knowledge of SEO, pay per click and other digital marketing channels (essential)</p> <p>Knowledge of analytics for e-commerce and web in a B2C environment (essential)</p> <p>Experience of website Content Management Systems (CMS) and using Customer Relationship Management (CRM) tools.</p> <p>Ability to monitor, interpret and report on data and metrics for marketing campaign evaluation.</p> <p>Experience of managing budgets and assessing return on investment in relation to marketing activity.</p> <p>Ability to identify campaign weaknesses and opportunities and implement strategies to optimise performance and drive growth.</p>
Communication Skills	Communicates effectively orally and in writing adapting the message for a diverse audience in an inclusive and accessible way
Leadership and Management	Motivates and leads a team effectively, setting clear objectives to manage performance
Planning and Managing Resources	Plans, prioritises and manages resources effectively to achieve long term objectives
Teamwork	Works collaboratively in a team and where appropriate across or with different professional groups
Student experience or customer service	Builds and maintains positive relationships with students or customers
Creativity, Innovation and Problem Solving	Suggests practical solutions to new or unique problems

Please make sure you provide evidence to demonstrate clearly how you meet these criteria, **which are all essential unless marked otherwise**. Shortlisting will be based on your responses.

Last updated: March 2023

