

JOB DESCRIPTION	
Job title: Marketing and Communications Manager	Accountable to: Head of Development, UAL short courses
Contract length: Fixed-term, 10 months Maternity leave cover	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>Academic Enterprise (AE) leads the University of the Arts London's enterprise driven income operations and is integral to the University's long term development. Academic Enterprise'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: UAL Short Courses Ltd (UALSC), the UAL Awarding Body, the Language Centre, the University's Study Abroad programme and and is currently spinning out an existing internal service, ArtsTemps, into a new subsidiary UAL ArtsTemps Ltd (UALAT) which will manage the temporary and permanent employment of approximately 2,500 UAL students and graduates.</p> <p>With the addition of UALAT, Academic Enterprise will have a combined turnover of £35m in 2019/20, from both B2C and B2B activities. There are approximately 140 salaried staff and 1,100 hourly paid teaching staff and external moderators working in Academic Enterprise operations in all UAL's colleges as well as central university services. Around 72,000 students study on short courses or qualifications offered by AE business units.</p> <p>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.</p>	
<p>What is the purpose of the role?</p> <p>To develop and deliver an effective marketing and communications programme to drive 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.</p> <p>The post-holder will be responsible for a specific brand and product portfolio, and will lead on specified marketing and sales channels and/or projects across the business. They will manage a small team of marketing colleagues, delivering engaging marketing collateral, campaigns and web content to assist potential students in discovering UALSC and choosing their course, and maintaining on-going customer engagement and repeat business.</p>	
<p>Duties and Responsibilities</p> <ul style="list-style-type: none"> • To coordinate, develop and evaluate the planning of an annual marketing and communications plan for their specific brand, product and channel portfolio, which support business development from existing and new customers to increase sales. • To plan and produce engaging marketing campaigns (both digital and in print) to attract UK and International students to study short courses and to effectively evaluate and report on ROIs. • To commission and produce content for social media channels, including videos, student testimonials and photo shoots • To oversee and manage their portfolio of product web pages, and to evaluate their effectiveness and monitor KPIs. • To ensure that UAL and UALSC Brand Guidelines are adhered to at all times. 	

- 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 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.
- To work with the International Business Manager to promote and enhance the internationalisation of Short Courses, including marketing campaigns aimed at international audiences to increase international student recruitment.
- To identify and form relationships with appropriate UK and International media partners that can offer mutually beneficial marketing activity.
- To work with the Customer Experience Coordinator, to review customer experience and feedback, using this to identify opportunities to develop marketing and communications activities to improve customer experience.
- To follow finance procedures and ensure all marketing activities are delivered within strict budget parameters.
- To work with the Development Manager, sharing market intelligence and information and undertaking market research to support the development of new products in line with market trends and customer feedback.
- To analyse and report on competitors, course performance and promotional response to plan for all future marketing activities.
- To manage collection of customer data and distribution of all communication in compliance with GDPR legislation.
- To co-ordinate activity at targeted promotional events and trade exhibitions, and represent as appropriate.
- To support the efficiency of the CRM tool (Salesforce), ensuring all courses are listed, ensuring integration with website enquiry functions and pulling data from enquiries for use in marketing communications.
- Build and maintain good relationships with internal networks and to participate as required in cross-College and cross-University groups.
- Build and maintain good relationships with external suppliers.

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 the University
- 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

- Head of Short Course Development, Technical Web Manager, Customer experience Coordinator, Development Manager and other Marketing and Communications Manager
- College Marketing & External Comms teams, UAL Student Recruitment and Marketing
- Short Course students and Short course tutors (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 products / brands – approx. £300k
 Staff: 1 x Digital Marketing & Communications Coordinator; Marketing Assistant/s

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Last updated: November 2022

PERSON SPECIFICATION

Specialist Knowledge/Qualifications	Educated to degree level or equivalent professional experience
Relevant Experience	<p>Experience of working in a marketing position that has required a knowledge of both traditional and digital marketing principles and techniques.</p> <p>Experience of working in the higher education sector or Service industry marketing is desirable.</p> <p>Proven experience of marketing strategy development translated into operational plans for direct customer acquisition.</p> <p>Experience of website Content Management Systems (CMS) and using Customer Relationship Management (CRM) tools.</p> <p>Experience of managing the creation of marketing collateral and content assets (both in print and digital formats) that support marketing acquisition campaigns.</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>
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: November 2022