

JOB DESCRIPTION

Job Title: Marketing and Communication Manager

Accountable to: Business Manager

Contract Length: Fixed

Hours per week/FTE: 35

Weeks per year: 52

Salary:

Grade: 5

College/Service: UAL Short Courses Limited, London
College of Fashion.

Location: John Princes Street

Purpose of Role: To develop and deliver an effective marketing programme to drive sales for the income generating short course business at London College Fashion. To take responsibility for the content on the website, which is the core sales & marketing tool, and its interface with the on-line booking systems. To ensure that the look and feel of all communications, including digital, fit within the brand guidelines and are delivered within strict budget parameters. To manage the customer service team and all direct inbound sales. To input into the marketing plans, and wider marketing strategies, across the Academic Enterprise division, within UAL.

Duties and Responsibilities:

Planning and Strategy Development

- To plan and manage the business unit's annual marketing budget to achieve the maximum impact within the resources available.
- To participate in the Academic Enterprise marketing group and managing the implementation of cross-University marketing initiatives and directives within the unit.
- In conjunction with the Business Manager & Short Course Coordinators to input into the development of the short course portfolio in line with market trends and customer feedback, and identify new course and business development opportunities.
- To analyse and report on competitors, course performance & promotional responses to plan appropriate marketing activities.
- To support the Academic Enterprise team with the implementation of a new Learning Management system and to lead your team to complete the implementation effectively

Marketing and Ecommerce

- To ensure the LCF short course and Study Abroad pages on the college website are up-to-date, contain full and accurate information and that content messages reflect course programming and market focus.
- To utilise Google analytics to enable the most effective customer journey and usability of the web pages within the LCF short course and Study Abroad section.
- To manage the business unit's use of the e-commerce platform
 - o creating new course submissions and ensuring attribute data is correct
 - o ensuring date information and attribute data is correct
 - o ensuring courses are linked to external website thus facilitating online bookings
 - o collating and presenting monthly reports
- To be responsible for digital communications and social media activities for short courses and Study Abroad
 - o plan the digital communications strategy to support the course programming and market focus, using house style templates as required
 - o To commission and produce content for social media channels, including videos, student testimonials and photo shoots
 - o To oversee content of communications to ensure consistency in tone of voice and appropriateness to UAL:LCF brand values
- To create and deliver bespoke marketing campaigns for specific projects/ activities (e.g. short courses overseas).
- To write or edit copy for all communications as required.
- To plan & produce the on-line and printed Short Course and Study Abroad materials, from the design brief to sign-off, working within agreed budgets to achieve a high quality product consistent with UAL: London College of Fashion branding, and in accessible formats.
- To manage delivery of physical materials using fulfilment house.
- To plan and produce marketing support materials and other promotional requirements for customised training & business-to-business sales.

- To develop and oversee any other customer targeted materials, including student & tutor handbooks, certificates, bags, ensuring a consistent image and high quality.
- To manage collection of data and distribution of all communications in compliance with Data Protection legislation.
- To maintain course listings in relevant publications and web-sites.
- To coordinate the unit's activities at promotional events and trade exhibitions, and represent the unit at events as appropriate.
- 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

Customer Service

- To support the efficiency of the CRM tool (Salesforce), ensuring all courses are listed, creating up-to-date standard-response templates, ensuring integration with website enquiry functions.
- To manage the two 'front-line' bookings administrators to ensure best customer service is delivered at all times
- To deal with course issues or complaints in the absence of the Business Manager
- To oversee all bookings, taking action to improve systems or processes if required

Other

- To manage the marketing and sales team effectively supporting their development, recruiting, inducting and training as required
- To ensure that purchase order procedures are followed and all purchases are recorded appropriately.
- 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 the University's Equal Opportunities Policy and the Staff Charter, 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 University's 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 the University's policies and procedures, as laid down in the Financial Regulations.

Key Working Relationships: Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

- Business Manager
- Marketing Administration Assistant
- Graphic Designer and Content Coordinator
- Bookings Administrators (x2)
- LCF Website coordinator
- Study Abroad Manager
- Short course coordinators
- Academic Enterprise Marketing Managers
- LCF External & Internal Relations team

Specific Management Responsibilities

Budget: £100k per annum

- **Staff:** Marketing Administration Assistant, Graphic Designer and Content Coordinator, Bookings Administrators (x2)

Signed _____ Date of last review August 2017
(Recruiting Manager)

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Person Specification	
Specialist Knowledge/ Qualifications	Media/ communications/ design related degree Microsoft Word, Excel, Outlook – advanced Web content management (Terminal 4 or similar) Web site editing E commerce platform (Course Manager or similar) CRM (Salesforce or similar) Google analytics Photoshop – advanced – including image manipulation/ re-sizing E-marketing tools Data capture software Data protection legislation
Relevant Experience	Marketing Marketing planning Budget management Fashion/ Beauty/ Lifestyle industry Short courses or professional training Commercial business/ sales environment e-commerce Print production Dealing with external suppliers
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
Professional Practice	Contributes to advancing professional practice/research or scholarly activity in own area of specialism
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

Last updated: 2017