

JOB DESCRIPTION AND PERSON SPECIFICATION	
Job Title: Senior Marketing & Communications Officer	Accountable to: Deputy Director and Head of Products Services and Projects, UAL Awarding Body
Contract Length: Fixed-term	Hours per week: 35
	Weeks per year: AYR
Salary: £33,090 - £40,638 per annum	Grade: 4
Service: UAL Awarding Body, Operations and External Affairs & Academic Enterprise	Location: High Holborn
<p>Purpose of Role:</p> <p>The cross-UAL department of Academic Enterprise aims to increase the amount of income generated by the University from non-core teaching and research activities. This successful and growing department includes UAL Awarding Body, UAL Short Courses Ltd, Language Centre, College and research based enterprise, and business and innovation operations. Academic Enterprise integrates and supports a wide range of business and client facing work across the University while also developing new products and services for new and existing markets. This post will:</p> <p>Manage marketing and communications functions for UAL Awarding Body. Develop and implement UAL Awarding Body's marketing and communications annual marketing plan and manage the Communications Assistant and Events Assistant. Ensure that marketing and communications projects are delivered on time and within budget. Use all tools from the marketing communications mix to deliver a range of high-quality marketing and communications activities including: national conferences and other high-profile events, publications, corporate communications, direct mail, branding, printed collateral, social media and digital marketing.</p> <p>Play a role in business development contributing to challenging targets for growth by cross-selling products to existing customers and securing new business through the conversion of non-UAL Awarding Body customers through a combination of direct, targeted sales and other marketing activities.</p> <p>Play an active role in the Academic Enterprise Strategic Marketing and Communications meetings, in order to further UAL Awarding Body and Academic Enterprise initiatives and improve ways of working across the department.</p>	
<p>Duties and Responsibilities</p> <ul style="list-style-type: none"> <input type="checkbox"/> Develop, plan and implement the annual UAL Awarding Body marketing and communications plan in support of business development needs and to drive uptake of products and services. Ensure efficient use of allocated resources to deliver projects effectively against milestones and targets. <input type="checkbox"/> Line-manage the Communications Assistant and Events Assistant, ensuring that they are equipped with the insight, tools and support to perform effectively. Ensure that all team members' annual PRA processes, including objective setting, are maintained. <input type="checkbox"/> Manage an allocated marketing budget, making certain that projects are delivered on time and within budget and UAL's procurement policy is adhered to. <input type="checkbox"/> Research, procure and manage freelance designers, printers, photographers, filmmakers, copywriters and other freelance staff as required. Ensure that they have clear briefs and time-scales to work to and that they deliver projects within budget and to the highest standard. <input type="checkbox"/> Deliver through team an annual national programme of high quality conferences, exhibitions and events. Ensure that key events such as the Annual Conference, Origins exhibition and Emerge showcase, are delivered to the highest quality. Engage and manage high-profile speakers and contributors. Promote events to recruit high numbers of delegates and gain internal buy-in from wider UAL colleagues. <input type="checkbox"/> Liaise with UAL's External Affairs, internal communications and Academic Enterprise marketing teams to maximise the impact of UAL Awarding Body good news and events. <input type="checkbox"/> Take an active role as part of the Academic Enterprise's Strategic Marketing and Communications group, contributing to meetings, providing information as required and sharing good practice with colleagues from other Academic Enterprise departments. <input type="checkbox"/> Act as a brand ambassador for UAL Awarding Body. Develop high-quality, distinctive materials, including: brand guidelines; specifications; leaflets; digital communication templates; and other qualification information or promotional materials. <input type="checkbox"/> Conduct an annual brand audit of UAL Awarding Body centres and liaise with centres to change any 	

communications that do not comply with the brand guidelines.

- ☐ Advise and support UAL Awarding Body colleagues across all departments and Senior Management Team on communications.
- ☐ Manage and improve the content, structure and user experience of UAL Awarding Body's web pages. Use Google Analytics to improve site traffic, engagement and SEO and instil a positive user experience.
- ☐ Develop and implement a programme of digital content and manage UAL Awarding Body's social media effectively to keep stakeholders informed.
- ☐ Work with UAL's CRM Manager to manage the migration and cleansing of UAL Awarding Body's data over to Salesforce or other CRM.
- ☐ Report progress on, and evaluate, all marketing and communications activities and campaigns on a regular basis against agreed and measurable targets, using the outcomes to inform future activities.
- ☐ To respond orally, in writing and face-to-face to a range of enquiries and related matters from internal and external sources including staff in centres.
- ☐ To be fully conversant with the awarding body's policies, procedures and qualifications and communicate these effectively to outside parties.
- ☐ 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:

- ☐ Business Development Manager, UAL Awarding Body
- ☐ Director, UAL Awarding Body
- ☐ Deputy Director and Head of Products Services and Projects, UAL Awarding Body
- ☐ Head of Operations, UAL Awarding Body
- ☐ Head of Academic Standards & Chief Examiners, UAL Awarding Body
- ☐ Communications Assistant, UAL Awarding Body
- ☐ Events Assistant, UAL Awarding Body
- ☐ Projects Officers, UAL Awarding Body
- ☐ Academic Enterprise Data Analyst
- ☐ CRM Manager, UAL
- ☐ Marketing Managers in UAL Short Courses Ltd and the Language Centre as appropriate

Specific Management Responsibilities

Budgets: Management of allocated annual marketing and communications budget

Staff: Line management of Communications Assistant and Events Assistant

Other (e.g. accommodation; equipment): None

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Grade: 4

Person Specification	
Specialist Knowledge/ Qualifications	<p>Has a comprehensive understanding of Customer Relationship Management systems and experience of co-ordinating their use across organisations by all staff</p> <p>Can demonstrate strong organisational skills and the ability to work on several projects simultaneously, working in a team and independently</p> <p>Can demonstrate understanding of marketing methodologies and of their implantation in a range of campaigns and contexts</p> <p>Knowledge of, or interest in, the arts, design or communication</p>
Relevant Experience	<p>Has significant experience of developing and leading the implementation of annual marketing and communications plans, working across multiple platforms including print and digital for a range of audiences</p> <p>Has significant experience of delivering an annual programme of high quality conferences and events</p> <p>Has experience of using communications and marketing to drive business development activity, supporting growth in existing markets and enabling the penetration of new markets</p> <p>Has experience of devising, negotiating, agreeing and managing contracts, in collaboration with legal experts, and has an understanding of intellectual property rights.</p> <p>Degree or equivalent professional qualification</p> <p>Certificate in Professional Marketing (or higher) from the Chartered Institute of Marketing</p>
Communication Skills	Communicates effectively orally, in writing and/or using visual media.
Leadership and Management	Motivates and leads a team effectively, setting clear objectives to manage performance

Research, Teaching and Learning	Uses effective teaching, learning or professional practice to support excellent teaching, pedagogy and inclusivity
Professional Practice	Contributes to advancing professional practice/research or scholarly activity in own area of specialism
Planning and Managing Resources	Plans, prioritises and organises work to achieve objectives on time
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	Uses initiative or creativity to resolve problems

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions.
Please make sure you provide evidence to demonstrate clearly how you meet these criteria

Last updated: 30 March 2017