

**JOB DESCRIPTION**

**Job Title:** Marketing Manager

**Accountable to:** Head of Marketing

**Contract Length:** 12 month  
Fixed Term Contract with  
definite potential for extension

**Hours per week/FTE:** 35

**Weeks per year:** 52

**Salary:** £37,265 - £43,550

**Grade:** 5

**College/Service:** Student Marketing and  
Recruitment

**Location:** High Holborn

**Purpose of Role**

Working within the University of the Arts London's Student Marketing and Recruitment Department you will support the University in realising its student recruitment targets by reaching quality prospective students in both domestic and international markets, advocating a first class student experience that begins at enquiry.

Together with colleagues across the SM&R Department and University, you will lead the planning, implementation and evaluation of marketing campaigns for student recruitment at foundation, undergraduate and postgraduate taught levels within UK, EU and international markets. For maximum engagement you will use market research and intelligence in your approaches and champion the principles of Customer Relationship Management (CRM).

**Duties and Responsibilities**

- Lead the development, implementation and evaluation of marketing campaigns that utilise both traditional and digital marketing techniques to support the Department's annual operating plan objectives and longer term strategic goals.
- Provide expertise and support to Student Marketing and Recruitment teams throughout UAL to ensure that traditional and digital marketing techniques are used to maximum effect for acquisition campaigns and associated student recruitment activities.
- Play a pivotal role in ensuring that marketing campaign plans are framed by market, integrating student recruitment, promotional marketing and customer acquisition practices.
- Identify digital marketing techniques and channels and build in-house expertise to support market driven acquisition campaigns.
- Ensure that the UAL website and other digital channels are optimised for marketing campaigns to facilitate an excellent customer journey.
- Oversee the development of rich media and other content needed to support the delivery of marketing campaigns that is fully optimised for the desired audience and distribution channel.
- Monitor, interpret and report on key marketing metrics for assessing impact and contribution towards objectives that are measurable and meaningful.
- Ensure market research and customer insight findings feature in all marketing campaign plans.
- Champion and exhibit CRM principles within all marketing campaigns to provide a first class prospective student journey.
- Be an ambassador of UAL's reputation and brand ensuring both are protected and

represented in line with established guidelines.

- Build and maintain effective working relationships with internal stakeholders and external suppliers to ensure that shared objectives are realised effectively and efficiently.
- Represent the Department in internal committees, working groups and meetings, and externally at events and conferences.
- Report monthly to the Head of Marketing on the collective progress you and your direct reports are making against annual operating plan objectives.
- Deputise for the Head of Marketing when required.
- Perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University.
- Undertake health and safety duties and responsibilities appropriate to the role.
- Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- 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.
- 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.
- 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**

- All members of the Student Marketing and Recruitment Department.
- Committees and working groups such as the Student Marketing and Recruitment Practitioners' Group.
- College-based Student Marketing and Recruitment Managers and Executives.
- UAL's Digital team.
- UAL's Academic Registry Department.

#### **Specific Management Responsibilities**

##### **Budgets**

Oversight of expenditure across allocated cost centres within the Student Marketing and Recruitment Department budget and approval permissions within an agreed limit.

##### **Staff**

Line management responsibilities for:

- Marketing Executive x 2
- Marketing Assistant

**Signed (Recruiting Manager):** Steph Brims, Head of Marketing, SM&R Department

**Date of last review:** November 2017

**Job Title:** Marketing Manager

**Grade:** 5

**Person Specification**

<p>Specialist Knowledge/ Qualifications</p>	<p>Educated to degree level or equivalent in an appropriate discipline, preferably with or working towards a professional marketing qualification such as a Chartered Institute of Marketing Diploma.</p>
<p>Relevant Experience</p>	<p>At least two solid years' experience 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 is desirable.</p> <p>Proven experience of developing and implementing operational marketing plans for direct customer acquisition.</p> <p>An in-depth understanding of marketing practices and theories including areas of specialism in the fields of digital marketing, market research and CRM.</p> <p>Knowledge of website Content Management Systems (CMS) and practices for Search Engine Optimisation (SEO).</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 building effective internal working relationships across all levels of seniority and functions.</p> <p>Experience of managing a small team and/or coaching or mentoring staff.</p> <p>Proven ability to work independently without direct supervision.</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.
Research and Learning	Applies innovative approaches in learning and professional practice to support excellence.
	Applies own research to develop learning and assessment practice.
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.

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:** November 2017