



Job Description & Person Specification

Post title: Marketing Manager (Nottingham Business School)	Post No: 009697
School or Department: CAMS: Communications, Admissions, Marketing and Student Recruitment	Date updated: September 2021
Grade: H	Hours per week: 37
Fixed term end date (if applicable):	
Other requirements of the role:	
Immediate line manager: Head of Schools Marketing	
Title & grade of posts line managed by post holder: School Marketing Officer (G), School Marketing Executive (F)	

Job purpose:

To develop and deliver marketing plans to support the strategic objectives and priorities of Nottingham Business School and the wider University's overarching marketing and recruitment strategies. The post-holder will operationally manage, implement and monitor multiple marketing and reputation campaigns to enhance the University's profile and reputation. Marketing projects span recruitment (undergraduate, postgraduate and Executive Education), student experience, research and enterprise.

As part of the CAMS team, the post holder reports to the Head of Schools Marketing and will be responsible for co-ordinating all marketing activity for one academic School and supporting at key marketing and recruitment events.

Principal duties and responsibilities:

1. Lead the development and delivery of an annual marketing plan for Nottingham Business School covering student recruitment, student experience, enterprise and reputation objectives. Ensure the plan is in line with Corporate, Research and Student Recruitment priorities and informed by University strategies.
2. Lead the development, planning and implementation of marketing activity and campaigns (spanning web, print, digital, social media and events) to achieve student recruitment objectives across Home, EU and target international markets for postgraduate taught Masters, full-time MBA and the Executive Education portfolio.
3. Effectively line manage, coach and develop a team of marketing professionals, enthusing them to be sector-leading in all that they do.
4. Be responsible for the development of content and copy to support Corporate, Research and Student Recruitment campaigns, ensuring the content is in line with University-wide branding, timely, engaging, inclusive and relevant to the target market to support annual marketing plans.
5. Work closely with colleagues within CAMS and across Nottingham Business School to maximise alumni engagement in marketing activity, including overseeing development of alumni case studies, showcasing success stories, and ensuring effective alumni involvement in student recruitment activity.
6. Oversee the development and delivery of a sector-leading applicant communications experience through the effective showcasing of reputation and subject content across NTU's website, CRM, direct mail, social media and personalised recruitment activity.
7. Manage social media profiles and presence across a range of channels, by creating and posting added value content relevant to the audience, to increase engagement and optimise reach.

8. Lead the scoping and oversee the creation of new and interactive digital content including video, photography, blogs, podcasts and digital assets/rich media to support marketing campaigns, web content and social posts. Undertake regular content audits to identify gaps and consider alternative methods of showcasing content.
9. Oversee the maintenance and continual development of Nottingham Business Schools' website to enhance the user experience and optimise web performance. Work with the Web and Digital Content team to optimise website and landing page content for search engines, increasing the School's visibility to potential students and other key stakeholders.
10. Set clear campaign objectives and measurements of success. Report back regularly on performance and use data to assist future decisions/refinements to activity as needed to drive applications and conversions. Where appropriate, provide 'marketing update' presentations and regular reports on the performance of activities to relevant teams across the University/School.
11. Work closely with the PR Managers to build the School's reputation and encourage the engagement of academic colleagues to support the growth of media coverage. Ensure PR opportunities/coverage are fully maximised for promotion across the digital space.
12. Working with colleagues in the Applicant Engagement team, direct conversion activity to meet student recruitment targets for full-time postgraduate taught programmes and Executive Education.
13. Support and represent the University at recruitment and business development events as required, working closely with the Events team and School team to ensure all events are delivered to the highest professional standards and achieve desired marketing outcomes.
14. Represent the CAMS team at School meetings to provide marketing support, advice and guidance.
15. Ensure compliance with relevant legislation such as GDPR and CMA and that processes related to course development and change are implemented in line with agreed University policy.
16. Effectively plan and manage an annual marketing budget to ensure value for money through ongoing budget reviews and regular analysis of campaign performance/ROI.
17. Maintain a thorough awareness of developments and trends in the Higher Education sector, nationally and internationally, and ensure that these are responded to appropriately in School plans.
18. Develop and maintain trust based working relationships with colleagues across the University which enhance the reputation of the CAMS Department amongst internal and external stakeholders and which garner support for marketing and communications activities.
19. Deputise for the Head of Schools Marketing as required.

N.B. The post holder will be required to support the delivery of events, which may fall outside of core working hours i.e. evenings and weekends. This includes (but is not limited to) Open Days, Graduation, Enrolment, Confirmation and Clearing, Commercial/Research Events, Student Events, External Events.

The post holder will be required to support the delivery of Marketing campaigns and activity, which may fall outside of core working hours i.e. evenings and weekends. This includes (but is not limited to) telephone campaigns, recruitment activity, recruitment fairs.

The post holder may be required to be available on-call to cover specified out of hours duties or in an emergency situation.

The post holder may be required to undertake any other duties, which may reasonably be required as within the nature of the duties and responsibilities of the post as defined, subject to the proviso that normally any changes of a permanent nature shall be incorporated into the Job Description in specific terms.

Personal Attributes

Attributes	Essential	Desirable
<p>Knowledge</p>	<p>Knowledge and demonstrated success of current marketing theory and practice.</p> <p>Knowledge and demonstrated success in relation to all areas of marketing communications, particularly publications, web, new media (including digital and social media forms), CRM and advertising.</p> <p>A sound understanding of digital marketing including organic, paid search and paid social.</p>	<p>Knowledge and understanding of UK Higher Education environment.</p> <p>Demonstrated awareness of the commercial opportunities related to the HE sector.</p> <p>Understanding of relevant legislation such as GDPR and CMA.</p>
<p>Skills</p>	<p>Excellent interpersonal skills, with strong communication skills (written and verbal).</p> <p>Ability to communicate and influence at different levels with internal and external customers.</p> <p>Ability to implement consistent and high impact campaigns across a variety of media.</p> <p>Strong organisation and project management skills with great attention to detail.</p> <p>Ability to work autonomously and juggle work priorities with diverse demands and meet deadlines.</p> <p>Able to work effectively as a team leader and team member as required, with a willingness to roll up sleeves and deliver hands-on help as part of a team.</p> <p>Demonstrable creative and innovative skills.</p> <p>Ability to interpret numeric data and demonstrate investigative research and analytical skills.</p> <p>An ability to provide a customer-focused service to a range of customers.</p> <p>Excellent attention to details with strong copy-writing and proof reading skills.</p>	

<p>Experience</p>	<p>A proven track record of planning and implementing marketing, communications and recruitment campaigns and projects that deliver tangible business results and reputational benefits.</p> <p>Experience of managing and evaluating effectiveness of a budget.</p> <p>Experience of using CRM systems for the implementation of marketing campaigns, plans and activity.</p> <p>Experience of working in a broad marketing role creating content and assets across print, web and digital.</p> <p>Experience of developing creative briefs across a range of media forms (including on and off-line, digital and social media).</p> <p>Experience of managing internal or external resources e.g. advertising agency, photographer or in-house design team, to deliver a range of materials to support marketing objectives.</p> <p>Demonstrated management or team leadership experience.</p>	<p>Prior experience of marketing, communications or student recruitment in HE.</p> <p>Experience of managing social media channels.</p> <p>Experience of delivering internal/external customer facing events.</p>
<p>Qualifications</p>	<p>Educated to degree level or have an equivalent professional qualification or can demonstrate relevant work experience.</p>	<p>Member of the Chartered Institute of Marketing/Professional Diploma in Marketing or equivalent qualification.</p>

Competencies

Essential Competencies	Desirable Competencies
<p>Team Working (Level 3) Leads aspects of team work, seeking and implementing improvements to the team's outputs/service and developing colleagues within the team. Challenges colleagues.</p> <p>External Customer Focus and Insight (Level 4) Anticipates needs of customers, seeking evidence of demand from market(s). Translates external demand to internal stakeholders.</p> <p>Adaptability (Level 3) Embraces and manages change. Seeks opportunities for change. Uses established tools, techniques and methodologies to plan and implement change.</p> <p>Internal Relationship Management (Level 4) Seeks out and manages long term relationships with stakeholders. As a critical partner, contracting with stakeholders to develop strategic initiatives to deliver quality and values service.</p> <p>Making Informed Decisions (Level 3) Uses a wide range of complex data to take controlled risks to achieve greater gain. Uses trends and data to establish controls and performance indicators.</p> <p>Organisation and delivery (Level 3) Takes account of organisational priorities to ensure that operational and strategic plans are being implemented and achieved.</p> <p>Leading and Coaching (Level 3) Is visible and publicly champions initiatives to provide direction. Takes responsibility for an area of work and for its outputs. Makes time to get to know people and motivate them. Regularly reviews performance of self and others.</p>	

[N.B All competencies should be drawn from the NTU Competency Framework]

Job Description and Person Specification created by: Nicola Vassallo, Associate Director of Brand and Marketing