

## Brand and Campaigns Manager - Marketing - Grade H

---

### Job Description

#### Purpose

The post holder will be the main point of contact for the School of Medicine and Dentistry, leading on the School relationship and supporting their strategic marketing requirements. They will also be the lead for the 'Health' core brand and manage a team that will support the other health-related Schools, setting and delivering a high standard of work and ensuring that marketing activity is aligned.

The post holder will take an active lead in planning, developing and delivering an effective marketing strategy for The School of Medicine and Dentistry in order to achieve organisational objectives. This activity will also include market research, development of effective marketing campaigns and content and integration with global University marketing activity.

This role predominantly focuses on student recruitment and engaging with key Medicine stakeholders, but will also require the post holder to work effectively with Business and Research Marketing colleagues. The Marketing Campaigns Manager will work closely with the Admissions, UK Student Recruitment and International Recruitment colleagues and Marketing Campaigns Manager (International).

#### Duties

1. Be the strategic marketing lead for the School of Medicine and Dentistry, including planning, developing and delivering an effective marketing strategy (using the full marketing mix) in order to achieve organisational objectives.
2. Manage and oversee the 'Health' core brand team in the delivery and development of high-quality marketing strategies, plans and tactics that operationalise the Marketing Strategy and raise the profile of the University with prospective students.
3. Provide specialist marketing expertise, support and guidance to the School of Medicine and Dentistry and manage the relationship between central marketing services and those provided at local level.
4. Actively lead the planning, development and delivery of School marketing plans across the 'Health' core brand team, having specific responsibility for the School of Medicine and Dentistry marketing plan.
5. Working with the School and health stakeholders, explore and shape a market-led portfolio, as well as raise the visibility of the University offering.
6. Manage and oversee the creation and development of marketing content which allows us to meet the expectations of our digitally savvy customers including written copy, video, photography and other assets as required.
7. Work closely with colleagues dedicated to International Student Recruitment and Marketing to ensure marketing campaigns are optimised and achieve organisational objectives.
8. Identify, develop and implement a cohesive, customer-driven approach to marketing activities.

9. Ensure the development and delivery of marketing activity is consistent with corporate activity, CMA requirements and other relevant policy, regulations and legislation.
10. Work closely with the Market Insight team to help deliver market research and ensure market research activity fits within the overall strategy for the School of Medicine and Dentistry and the 'Health' core brand.
11. Initiate and project managed market research activities to fully understand the target markets and inform and guide business decisions.
12. Undertake competitor benchmarking, desk research, and qualitative and quantitative primary research as required.
13. Manage a devolved budget, evaluate marketing and communications spend and activities and produce regular and robust reports which demonstrate return on investment.
14. Ensure that the integrity of the University brand is upheld and to build affinity to the brand both externally and internally.
15. Undertake any other duties commensurate with the role and grade as determined by the line manager.

#### Person Specification

#### **Knowledge, Skills, and Behaviours (Essential)**

- Relevant and significant experience in marketing with a track record of success and delivery within defined timescales (Application/Interview).
- Experience of planning and delivering marketing campaigns (Application/Interview).
- Proven track record in devising, implementing and evaluating marketing strategies and operations plans that deliver against organisational objectives (Application/Interview).
- Experience of identifying and analysing issues and developing creative and effective solutions to problems using a range of marketing tactics (Application/Interview).
- Educated to degree level or equivalent qualification/experiential learning (Application).
- Professional marketing qualification, or willingness to work towards this (Application).
- Proven team leadership and working skills, including the ability to:
  - work with and through others,
  - set and achieve high standards, support and motivate others to develop and excel (Application/Interview).
- Proven experience of successfully line managing staff (Application/Interview).
- Strong communication skills (oral and written) including careful attention to detail (Application/Interview).
- High levels of persuasion, negotiation and political skills (Application/Interview).
- Ability to work flexibly, adapting to changing priorities and timescales (Application/Interview).
- Ability to work both collaboratively and autonomously when required (Application/Interview).

- High level of office skills including the ability to process and interpret quantitative information using MS Office (Application/Interview).
- An understanding of and demonstrable commitment to the University's Values of Achieving Together, Being Proud, Supporting all and Creating Opportunity as a framework for decisions, actions and behaviours (Application/Interview).

**Knowledge, Skills, and Behaviours (Desirable)**

- Previous experience of working in a Higher Education institution (Application/Interview).
- Experience of creating content plans to include a range of digital channels and content types. (Application/Interview).