

Digital Marketing Manager - External Relations - Grade I

Job Description

Purpose

To lead the Digital Marketing team and activities to raise the profile of the University brand and reputation across digital channels by engaging with a diverse audience of students, colleagues, alumni, and the wider community.

Lead our digital and out of home (OOH) advertising campaigns and collaborate with various areas of the University to develop and execute effective organic social media strategies, with a focus on student recruitment across UK and global markets.

Duties

1. To lead and manage the Digital Marketing team and associated resources to deliver a high performing customer-focused service; ensuring resources are used effectively.
2. Take a test and learn approach, ensuring trends are closely monitored and strong data tracking is implemented to assess impact and inform relevant changes to approach.
3. To support a joined-up approach to processes across the Marketing team and the wider University
4. To develop and deliver strategies to optimise the impact of digital channels, including social media and other digital marketing fields, to meet the University's brand and reputation objectives and student recruitment targets.
5. Oversee the design and production of high-quality sales and marketing advertising, collateral, and materials.
6. To manage the extensive advertising schedule for the University, targeting brand awareness and conversion campaigns on both a UK and Global scale.
7. To manage relationships with the university's approved agencies and suppliers.
8. Proactively monitor the university's online reputation and respond to public sentiment and feedback, working closely with other teams to ensure a comprehensive approach.
9. Address any potential issues or crises that may affect the university's brand image and develop strategies to mitigate reputational risks.
10. To provide professional support to the External Relations team and wider university regarding digital marketing and social media policies.
11. To ensure all activity is compliant with the relevant laws and regulations and privacy and data protection measures are in place.
12. Establish key performance indicators (KPIs) to measure the effectiveness of branding and marketing efforts.
13. Work with the Head of Market Insight to analyse data and feedback to continuously refine strategies and improve brand recognition.
14. Ensure that the integrity of the University brand is upheld and build affinity to the brand both externally and internally.

15. To undertake other duties as determined by the Head of Marketing and the Director of Marketing and Development.
16. Contribute to and support the improvement of the student experience.

Person Specification

Knowledge, Skills, and Behaviours (Essential)

- Experience in leading and managing high-performing teams and working effectively as part of a collective leadership (Application/Interview).
- Experience of managing, or working in, advertising or media agencies and of working across a range of media channels both online and offline (Application/Interview).
- Degree in Marketing, Communications, Business or a related field, or significant relevant work experience over a sustained period (Application).
- Ability to contribute strategically to brand and marketing strategies, creative thinking with the ability to envision and execute innovative branding strategies (Application/Interview).
- Ability to forge and manage close working relationships with professional suppliers (Application/Interview).
- Strong analytical and data-driven decision making, with an evidence-based and customer-focused approach to continuous improvement (Application/Interview).
- Ability and willingness to respond flexibly and effectively to changing priorities and committed to own leadership development (Application/Interview).
- An understanding of and demonstrable commitment to the University's Values of Achieving Together, Being Proud, Creating Opportunity and Supporting All, as a framework for decisions, actions, and behaviours (Application/Interview).

Knowledge, Skills, and Behaviours (Desirable)

- Experience of Marketing and/or student recruitment in a Higher Education context with familiarity with the unique challenges and opportunities within the sector (Application/Interview).
- Professional Marketing or related qualification (Application).