

People and Culture Brand Manager – Marketing – Grade H

Job Description

Purpose

To work closely with our professional services teams to support and deliver high-quality, on-brand marketing campaigns, and build strong cross-departmental relationships, develop engaging digital content, and ensure a consistent and compelling brand presence across all digital platforms.

Duties

1. Lead the development and execution of digital marketing strategies to enhance the University's employee brand, showcasing our University as an attractive, vibrant and inclusive workplace.
2. Collaborate with the People team to align marketing initiatives with recruitment, retention, and employee engagement goals.
3. Collaborate with wider professional services teams to showcase initiatives and commitments which enhance the university's reputation (such as University Mental Health Charter and sustainability goals).
4. Create compelling content (written, visual, and rich media) that promotes our culture, values, and employee success stories on platforms such as LinkedIn, University website, and social media.
5. Collaborate closely with the corporate website, social media and digital marketing teams to align approach with the wider digital marketing objectives.
6. Measure and analyse the effectiveness of employee brand campaigns, providing insights and recommendations for improvement.
7. Develop and execute comprehensive digital marketing campaigns across a variety of channels, including social media, email, and web, that effectively reach target audiences.
8. Monitor and optimise digital marketing activities using analytics tools (e.g., Google Analytics, social media insights), ensuring campaigns are data-driven and meet KPIs.
9. Stay ahead of industry trends and emerging technologies, proposing innovative ways to engage employees and prospective candidates online.
10. Oversee the creation and curation of content for the University's employee-focused website sections, blogs, and social media channels.
11. Ensure all content is optimised for search engines (SEO) and user experience, increasing visibility and engagement with relevant audiences.

12. Collaborate with internal communications to promote employee-centric initiatives and events, ensuring a cohesive message across platforms.
13. Serve as the main point of contact for professional services teams, supporting them in planning and executing their marketing initiatives.
14. Provide guidance on brand guidelines, ensuring all content produced by professional services teams aligns with the University's overarching brand identity and messaging.
15. Oversee the creation of on-brand digital assets (email campaigns, social media posts, landing pages, etc.) in collaboration with internal and external creative teams.
16. Work closely with internal teams to understand their needs and deliver impactful marketing support.
17. Partner with external agencies, designers, and other vendors as needed to create high-quality marketing materials.
18. Provide training and support to professional services teams on marketing best practices, ensuring their marketing efforts are effective and on-brand.

Person Specification

Knowledge, Skills, and Behaviours (Essential)

- Undergraduate degree in Marketing, Communications, Digital Media, or a related field (Application).
- Significant experience in digital marketing, preferably within higher education, employer branding, or professional services (Application/Interview).
- Proven experience managing integrated digital marketing campaigns across multiple platforms (such social media, email, web) (Application/Interview).
- Strong understanding of employer branding, talent acquisition marketing, and content development for digital channels (Application/Interview).
- Excellent copywriting and content creation skills, with the ability to craft engaging, on-brand content (Application/Interview).
- Proficiency in using digital marketing and analytics tools (e.g., Google Analytics, HubSpot, Hootsuite) (Application/Interview).
- Experience in SEO, SEM, and paid digital advertising campaigns (Application/Interview).

- Strong project management skills, with the ability to manage multiple projects simultaneously and meet deadlines (Application/Interview).
- Exceptional communication and stakeholder management skills, with experience working collaboratively across departments (Application/Interview).
- Track record of successful agency and supplier management (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 in the higher education sector or with multi-stakeholder organisations (Application/Interview).
- Familiarity with employee engagement, internal communications, or HR-related marketing (Application/Interview).
- Knowledge of design tools, such as Adobe Creative Suite or Canva (Application/Interview).
- Experience in managing design and print of marketing materials (Application/Interview).