

# Job Description

Head of Marketing and Digital

Directorate of Outreach, Recruitment and Marketing



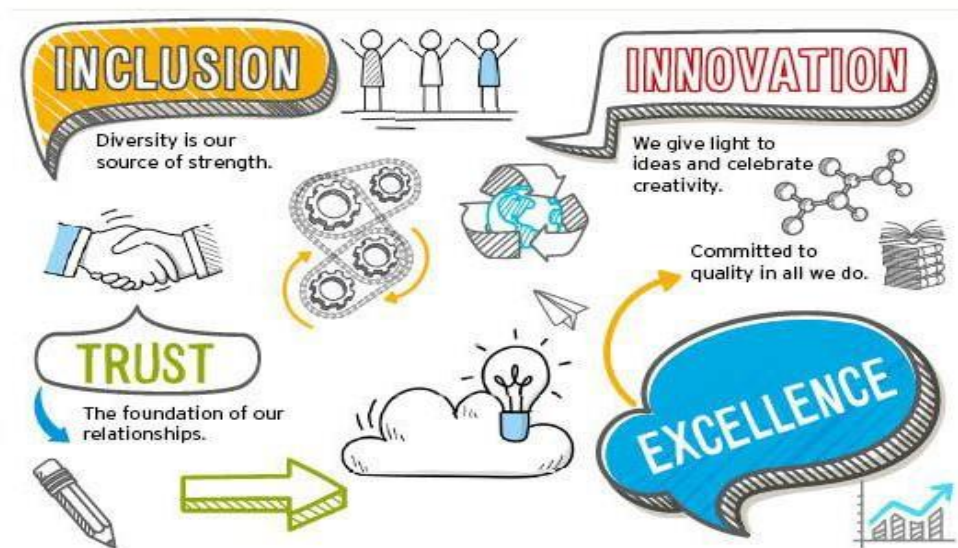
## Brief summary of the role

Role title:	Head of Marketing and Digital
Grade:	10
Faculty or Directorate:	Directorate of Outreach, Recruitment and Marketing
Service or Department:	Marketing
Location:	City Campus
Reports to:	Associate Director - Outreach, Recruitment and Admissions
Responsible for:	CRM, Content and Media Manager, Marketing Campaigns and Projects Manager, Marketing Digital Channel Manager
Work pattern:	Full Time

# About the University of Bradford

## Values

At the University of Bradford, we are guided by our core values of Excellence, Trust, Innovation, and Inclusion. These values shape our approach and our commitment to making diversity, equity, and inclusion part of everything we do – from how we build our curriculum to how we build our workforce. It is the responsibility of every employee to uphold the university values.



## Equality, Diversity, and Inclusion (EDI)

At the University of Bradford, we are guided by our core values of Excellence, Trust, Innovation, and Inclusion. These values shape our approach and our commitment to making diversity, equity, and inclusion at the heart of everything we do.

We foster a work environment that's inclusive as well as diverse, where staff can be themselves and have the support and adjustments to be successful within their role.

We are dedicated to promoting equality and inclusivity throughout the university and have established several networks where individuals can find support and safe places fostering a sense of belonging and acceptance. We are committed to several equality charters such as Athena Swan, Race Equality Charter, Disability Confident and Stonewall University Champions Programme..

## Health, safety, and wellbeing

Health and Safety is a partnership between employee and employer each having responsibilities, as such all employees of the University have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions.

It is the responsibility of all employees that they fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

Managers should note they have a duty of care towards any staff they manage; academic staff also have a duty of care towards students.

All colleagues will need to ensure you are familiar with any relevant Health and Safety policies and procedures, seeking advice from the Central University Health and Safety team as appropriate.

We are registered members of the University Mental Health Charter. This visibly demonstrates our commitment to achieving cultural change in student and staff mental health and wellbeing across the whole university, whilst supporting the vision of our People Strategy to create a culture and environment of transformational diversity, inclusion and social mobility, creating a place where our values come to life and are evident in our approach.

## Information governance

Employees have a responsibility for the information and records (including student, health, financial and administrative records) that are gathered or used as part of their work undertaken for the University.

An employee must consult their manager if they have any doubts about the appropriate handling of the information and records with which they work.

All employees must always adhere to data protection legislation and the University's policies and procedures in relation to information governance and information security.

Employees will be required, when and where appropriate to the role, to comply with the processing of requests under the Freedom of Information Act 2000.

## Criminal record disclosures and working with vulnerable groups

Depending on the defined nature of your work and specialist area of expertise, the University may obtain a standard or enhanced disclosure through the Disclosure and Barring Service (DBS) under the Rehabilitation of Offenders Act 1974 .

All employees of the University who have contact with children, young people, vulnerable adults, service users and their families must familiarise themselves, be aware of their responsibilities and adhere to the University's policy and Safeguarding Vulnerable Groups Act 2006.

The University is committed to protect and safeguard children, young people and Vulnerable Adults.

Suitable applicants will not be refused positions because of criminal record information or other information declared, where it has no bearing on the role (for which you are applying) and no risks have been identified against the duties you would be expected to perform as part of that role.

## Role holder: essential and desirable attributes

### Qualifications

<b>Essential</b>	<ul style="list-style-type: none"><li>• Level 7 qualification in Marketing or equivalent substantial professional experience</li><li>• Marketing or business-related degree or equivalent professional experience</li></ul>
<b>Desirable</b>	<ul style="list-style-type: none"><li>• Member or Fellow of the Chartered Institute of Marketing</li><li>• Chartered Marketer</li></ul>

### Experience, skills, and knowledge

<b>Essential</b>	<ul style="list-style-type: none"><li>• Extensive experience of working at a senior level in marketing and digital role in a complex market environment</li><li>• Experience of leading and managing high performance marketing and digital teams</li><li>• Proven leadership and team-working skills, setting and achieving high standards and inspiring others to develop and excel</li><li>• Excellent planning and organizing skills with demonstrable project management skills and an ability to build effective networks across organisations</li></ul>
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	<ul style="list-style-type: none"> <li>• A successful track record in the planning and delivery of marketing campaigns, together with a strong knowledge and understanding of digital and social media marketing</li> <li>• Significant experience of developing and leading marketing and digital campaigns utilizing effective leading-edge and dynamic methodologies, tools, technologies and approaches</li> <li>• Experience of developing a portfolio of high impact marketing and digital campaigns</li> <li>• Demonstrated ability to provide data-driven evaluation of the effectiveness of marketing and digital campaigns and the application of lessons learned</li> <li>• Outstanding communication and presentational skills with the ability to communicate effectively with a variety of audiences using a range of channels including social media and digital</li> <li>• Extensive experience of proactively managing a digital marketing profile for a complex organisation across web and social media channels in order to best position and promote the organization locally, nationally and internationally</li> <li>• Ability to interpret and analyse complex internal and external data sets to inform marketing planning, delivering pro-active marketing campaigns to address market challenges</li> <li>• Ability to write concise management reports and board papers</li> <li>• Significant experience of managing a large and complex budget</li> <li>• Demonstrable experience of compliance to GDPR and CMA requirements</li> </ul>
<b>Desirable</b>	<ul style="list-style-type: none"> <li>• Significant knowledge of the higher education market</li> </ul>

Personal attributes

<b>Essential</b>	<ul style="list-style-type: none"><li>• Ability to lead and motivate a diverse team to deliver high quality marketing strategy and content, working collaboratively with colleagues across the institution</li><li>• Personal credibility and the ability to gain confidence and trust of people at all levels within the institution</li><li>• High level of personal resilience and flexibility and the ability to manage conflicting and changing demands and priorities</li><li>• Ability to network with, and positively influence academic and professional services colleagues to achieve project objectives and student number targets</li><li>• A creative and innovative approach to problem solving, idea generation and delivery</li><li>• Strong planning and evaluation skills, to build and maintain a culture of continuous improvement</li><li>• Willingness to take a hands-on approach where necessary</li><li>• Commitment to equality, diversity, and inclusion</li></ul>
<b>Desirable</b>	<ul style="list-style-type: none"><li>• N/A</li></ul>



## Main purpose of the role

The Head of Marketing and Digital is responsible for leading, developing and implementing effective marketing and digital marketing strategies to achieve the University's student number targets, and for leading and motivating teams responsible for student recruitment marketing.

The postholder is responsible for delivering, evaluating and developing the University's Home Marketing, Outreach and Recruitment Strategic Plan and Delivery Plan. Working closely with staff at all levels across the Directorate of Outreach, Recruitment and Marketing, and with Faculties and other Directorates, to ensure an effective coordinated approach to student recruitment marketing, and the delivery of a best-in-class digital experience to our prospective and current stakeholder audiences.

This key leadership role is responsible for managing and executing insight driven, integrated, innovative and effective marketing and digital campaigns via multiple channels to ensure they are delivered within budget, on time and achieve agreed key performance indicators (KPIs).

## Main duties and responsibilities

### Student Recruitment Marketing

1. To lead on the development, evaluation and delivery of the University's Home Marketing, Outreach and Recruitment Strategic Plan and Delivery Plan
2. To work collaboratively with the Associate Director Outreach, Recruitment and Admissions, Associate Director Planning and Performance and academic colleagues to set and achieve annual and five-year student number targets, aligning targets with marketing plans, regularly monitoring performance using internal and external datasets and implementing mitigating actions as necessary.
3. To liaise with senior leadership within Faculties and engage with academic colleagues, including representation at committees and groups, to ensure that the team develop, manage, and deliver effective and efficient programme specific operational marketing plans to meet student recruitment targets.
4. To create proactive, targeted and data-driven, omni-channel student recruitment marketing plans for undergraduate and postgraduate markets in line with student journey mapping, and for alternative study routes including CPD and online degrees, to meet student number targets.
5. To oversee and enhance the University's core digital marketing channels, CRM, web, social media, paid advertising through continuous development of user 10 experience (UX), positive digital presence and rich engagement, and optimization (SEO and advertising performance) to ensure the University leads a digital first approach to marketing and to embed the skills across the team.

6. To provide a strategic market insight service which supports corporate, academic and home and international marketing planning enabling informed strategic decisions through market research and analysis, including customer behavioural insight and competitor activity to enable effective portfolio development, brand development, student experience enhancement, pricing strategy and benchmarking.
7. To work closely with Admissions and Outreach and Recruitment teams to ensure a cohesive and coordinated approach to student recruitment and to maximise the effectiveness of outreach and recruitment efforts via targeted marketing and digital activity, supporting the University's Access and Participation Plan.
8. To support delivery of aspects of the International Recruitment and Partnerships Strategic Plan and Delivery Plan. Insert a list of the main duties and responsibilities in order of importance.

#### Brand

8. To work closely with the CRM, Content and Media Manager and colleagues across the University to deliver 'What Difference Makes' brand positioning across all activities and materials.
9. To lead on the development and delivery of student recruitment campaigns aligned to the new University brand.
10. To work with the Associate Director Engagement, Development and Communications to develop and deliver the national brand campaign. Team Leadership

#### Team Leadership

11. To act as a member of the DORM Senior Management Team, of cross-university groups and to represent the University on external groups relating to the remit of the team, as required,
12. To line manage the CRM, Content and Media Manager, Marketing Campaigns and Projects Manager and Digital Marketing Channel Manager.
13. To develop and deliver a marketing campaign planning and operating model that integrates all aspects of delivery across the Directorate and that manages priorities and dependencies across teams and the wider University in line with student recruitment objectives.
14. To ensure that workflow and project planning is effective and efficient via establishing a standardised framework of briefing, campaign management and analysis.
15. To manage the University's media buying and conduct regular review meetings to ensure that the University receives a high-quality provision in terms of service and media solutions.

16. To manage major agency tender and contracts process relating to the remit of the team, working closely with Procurement.
17. To work closely with the People Business Manager and Finance Business Partner to establish and manage marketing resources and budgeting, ensuring high performance, value for money and maximum impact.
18. To provide an innovative marketing service for audiences not directly related to student recruitment, providing advice and support to internal stakeholders (Students' Union, B2B, research, third party sponsorship or corporate advertising) and provide oversight of marketing for commercial services
19. To ensure compliance in adherence with Consumer Marketing Association regulations, data and HE policy and regulations.
20. To act as a university citizen supporting key student events throughout the year such as open days, clearing, enrolment, and graduation
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