

LONDON MARKETING MANAGER

REQ230376

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

Job Description

Job Grade: Management & Specialist Grade 7

Job Purpose

To effectively lead, manage, and implement student recruitment marketing strategies for Loughborough University London to ensure the achievement of recruitment targets for both postgraduate taught and research students and a best-in sector applicant experience. Alongside this, develop and deliver innovative, customer-focused and integrated campaigns and activities that enhance the campus's reputation and reach globally as a high-quality first-choice institution.

As part of the Marketing and Advancement team, the post holder will report into the Student Recruitment Marketing Manager and work closely and collaboratively with a range of colleagues across the London and East Midlands campuses to deliver a flexible and integrated approach to marketing and communications, whilst also ensuring compliance with the University's brand, overarching strategies, and relevant legislation such as GDPR and CMA.

The post holder will also be expected to contribute to broader marketing related initiatives within the Marketing and Advancement function and align London marketing activities with overarching brand, research communication, and future students strategies, both embodying and amplifying the work.

Job Duties

Leadership and Management:

- To provide excellent leadership to the London marketing team (Marketing Co-ordinator and Marketing Intern), ensuring that staff are supported, well trained, have access to opportunities for personal and professional development and are effectively managed to deliver optimal performance. Inspire, motivate and encourage staff to deliver an excellent service.
- To oversee the effective management of budgets and expenses related to the team and to ensure value for money through ongoing budget reviews and regular analysis of campaign activity (including ROI analysis).
- To manage and oversee the overall performance of the team including achieving targets through ongoing reporting and evaluation, process improvement and the embedding of a culture of innovation, high performance and sharing of best practice.
- To support in the management of external supplier and partner relationships with media and advertising agencies/companies, taking a holistic view across student recruitment to maximise synergies and cost savings, and take responsibility for any relationships on a local, London level.

Technical and Specialist:

- To work with the Student Recruitment Marketing Manager to develop and deliver integrated recruitment strategy and conversion plans, and co-ordinate activities across all areas of the recruitment cycles.
- To act as the main operational lead on recruitment marketing conversion plans and to offer consultancy and support to Institutes as required on postgraduate recruitment marketing and to raise awareness of the service internally.

- To work collaboratively with the Student Recruitment Marketing team, Global Engagement colleagues and the School Marketing team to ensure consistency in the applicant experience and messaging across all postgraduate options at Loughborough University.
- To work in partnership with Student Service colleagues to provide a smooth onboarding process for new students and maintain recruitment numbers throughout the enrolment period.
- To work with Student Recruitment Marketing, Corporate Marketing and Brand & Creative colleagues to ensure a one university, two campuses approach to communicating the proposition and London-focused activity compliments and amplifies university brand, reputation, and future student strategies.
- To implement and oversee annual operational plans to ensure priorities and objectives are met and professional brand standards and key messages are maintained.
- To ensure that recruitment activities are underpinned by an informed and robust knowledge and evidence base, drawing on market research, CRM data, and other sources. Work in partnership with colleagues in the Market Research, Evaluation and Policy, and Planning teams to use the information available systematically.
- To oversee the development of or inclusion in innovative multi-channel marketing campaigns, and effectively manage the delivery of a broad range of marketing activity spanning print, web, social media and digital, ensuring the content is timely and engaging, with the outputs being of high quality and on brand.
- To set clear KPIs/campaign objectives and implement ongoing monitoring and evaluation to ensure the team are data driven, measuring success and identifying enhancements to service delivery in real-time as needed to drive applications and conversions.
- To work closely with the Web and Digital team to create a content strategy to support recruitment communications. Undertake regular content audits to identify gaps and consider alternative methods of digital engagement that support student recruitment.
- To craft a strong proposition for and articulation of the London campus and ensure the location, offer and USPs are effectively utilised in helping the campus and wider university achieve its goals and that the proposition is integrated with overarching university-wide activity.
- To oversee the development and delivery of a sector-leading conversion strategy through the effective use of CRM, direct mail, SMS, calling campaigns and personalised recruitment activity
- To build and establish effective networks with key internal and external stakeholders (including partners and suppliers) and to manage and nurture those relationships face-to-face, and through regular communications.
- To stay up to date with new innovations, processes, trends and developments in the Higher Education sector, nationally and internationally to ensure that Loughborough is seen as a leader in the field by peers.
- To keep abreast of developments in policy from the Government and professional bodies
- To ensure compliance with relevant legislation such as GDPR and CMA.

Points to Note

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

Special Conditions

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

Organisational Responsibility

Reports to the Student Recruitment Marketing Manager and will be based at the London campus with travel to the East Midlands campus as required.

Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

Essential Criteria

Area	Criteria	Stage
Experience	Significant management experience of leading and delivering a wide range of recruitment marketing functions	1,3
	Experience of financial planning and management	1,3
	A strong track record of delivery in student recruitment and/or marketing environments	1,3
	Experience of delivering presentations and public speaking	1,3
	Experience of chairing meetings and projects groups, formal and informal, and being an effective member of a team	1,3
	Experience of using CRM systems	1,3
	Experience of interpreting policy shifts and changes in the context of operational impact	1,3
Skills and abilities	Exceptional management and people skills	1,3
	A sound understanding of recruitment marketing activity at all modes and levels across the UK and international markets	1,3
	Excellent communication skills (both verbal and written communication)	1,2,3
	Highly developed project management skills	1,3
	Customer-focused approach and results driven	1,3
	Exceptional organisational and planning skills	1,3
	Strong understanding of key legislation e.g. FOI, Data Protection Act and Copyright Law	1,3
	An innovative, proactive and dynamic approach	1,3
	Excellent interpersonal skills – communicating, explaining, persuading, negotiating – in relation to staff at all levels	1,3
	A solid understanding of social and digital media and the potential for this in relation to recruitment marketing	1,2,3
	Experience of developing and managing supplier and partner relationships	1,3
	Tact, diplomacy and the ability to deal with confidential and sensitive information	1,3
	Determination and tenacity	1,3
	Capacity for strategic thinking	1,2,3
	Excellent attention to detail	1,2,3
	Wide-ranging understanding and appreciation of relevant national HE developments, policies and benchmarks	1,3
	Visual literacy and an understanding of visual communication	1,3

Training	A willingness to undertake further training as appropriate, and to adopt new procedures as and when required	1,3
Qualifications	First degree or equivalent	1
Other	Willingness to work flexibly and out of hours as required including some weekend working	1,3
	Evidence a good working knowledge of equal opportunities and understanding of diversity in the workplace	1,3
	Understanding and experience of adhering to relevant legislation such as GDPR and CMA	1

Desirable Criteria

Area	Criteria	Stage
Qualifications	Professional membership of a relevant professional body (CIM, HELOA, etc)	1
	CIM professional or postgraduate qualification	1

Conditions of Service

The position is full time and open-ended. Salary will be on Management & Specialist Grade 7, £44,414 - £52,841 per annum + £3,417 London allowance. Starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's normal Terms and Conditions of Employment for Academic and Related staff/Operational and Administrative staff, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which are available at <http://www.lboro.ac.uk/services/hr/a-z/family-leave-policy-and-procedure---page.html>.

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>