

Senior Marketing Manager, School Business Partner

REQ240052

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.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 deliver School marketing and communication plans to support Loughborough Business School's strategic objectives and priorities and the wider University's overarching marketing and recruitment strategies. The post-holder will operationally manage, implement, and monitor multiple campaigns and projects spanning student recruitment (undergraduate and postgraduate), research and innovation to enhance the school's profile and the University's reputation as a research-led institution and a high-quality first choice destination for staff and students.

As part of the Marketing and Advancement team, the post holder will report into the Assistant Head of Strategic Marketing, School Marketing Lead (SML) and work closely and collaboratively with a range of colleagues within Loughborough Business School and across the Marketing and Advancement teams 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 Loughborough Business School marketing activities with overarching brand and reputation, research profile, and future student's strategies, both embodying and amplifying the work.

Job Duties

Leadership and Management:

- To provide excellent leadership to the Loughborough Business School marketing team (Communications Manager and Marketing Officer), 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, research, and innovation to maximise synergies and cost savings.
- Deputising for the Assistant Head of Strategic Marketing (SML) where appropriate.

Planning/Intelligence:

- To work with the Assistant Head of Strategic Marketing (SML), to lead the development of an integrated strategic school marketing plan covering student recruitment, research, and innovation activity.
- To act as the main operational lead on the school marketing plan, working closely with the school to understand their objectives, priorities, and challenges and to offer marketing consultancy and support as required.
- To lead the implementation of the marketing plan for the school to support recruitment across the student journey (enquiry, applicant, conversion etc.) and at all levels of study, ensuring alignment with central student recruitment plans.
- To work closely with the Research & Innovation Marketing and Corporate Communications teams, to develop and integrate school research and innovation objectives within both school marketing and communications plans and University-level activity.
- To ensure that activities are underpinned by an informed and robust knowledge and evidence base, drawing on market research, CRM data, sector insight and other sources. Work in partnership with colleagues in the Market Insight, and Planning teams to use the information available systematically.
- To continuously monitor and evaluate the implementation of the marketing plan. Set clear KPIs/campaign objectives and ensure the Loughborough Business School marketing team are data driven, measuring success, and identifying enhancements to service delivery in real-time as needed to drive applications and conversions.
- To lead frequent reporting and review meetings with school leadership teams to demonstrate the effectiveness of activity.

Marketing and communications

- To work with the Assistant Head of Strategic Marketing (SML) to develop reputation-building and brand-awareness campaigns for Loughborough Business School.
- To oversee the co-ordination of targeted marketing and communication activities, ensuring value for money is achieved through economies of scale and use of best practice.
- To oversee the development and delivery of a sector-leading conversion strategy through the effective use of tactics such as, but not limited to, CRM, direct mail, SMS, calling campaigns and personalised recruitment activity.
- To act as a brand champion and ensure all Loughborough Business School marketing online and print communications/collateral are consistent with brand guidelines, incorporate key messages and adhere to professional brand standards.
- Undertake regular content audits to identify gaps and consider alternative methods of distributing and showcasing content.
- To contribute to the successful promotion of research and innovation capabilities and activities to enhance Loughborough Business School's reputation across a wide range of stakeholders.
- Provide marketing activities that will support the school to build strategic partnerships that further enhance the student offer and experience, further research and development opportunities and build reach and reputation, aligned to the school's core proposition, Progress with Purpose
- To research, identify and seek to maximise PR and media opportunities, ensuring amplification of reach across media and social channels, and encouraging engagement from academic colleagues in reputation-building activities.
- Provide guidance, advice, and updates to the school on matters relating to marketing ensuring that the University's marketing objectives are achieved, and professional brand standards and key messages are maintained.

Other

- To build and establish effective networks with key internal and external stakeholders (including partners and suppliers).
- To stay up to date with new innovations, processes, trends, and developments in the Higher Education sector, nationally and internationally to ensure that Loughborough Business School is seen as a leader in the field by peers.
- To keep abreast of developments in policy from the Government and professional bodies such as UCAS and Student Finance.
- 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 of the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

Organisational Responsibility

Reports directly to the Assistant Head of Strategic Marketing (SML). The role is centrally line managed but is located between the central Marketing and Advancement offices and the Loughborough Business School.

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 track record of leading and delivering a wide range of student recruitment marketing functions	1,3
	Experience of financial planning and management	1,3
	Experience of planning and delivering annual marketing plans, aligned to organisational objectives, from conceptualisation to delivery	1,2,3
	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
	Demonstrable marketing expertise, showing an understanding of the balance between long- and short-term tactics to meet institutional objectives	1,2,3
	A sound understanding of student 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
	A sound understanding of the role of data and insight	1,3
	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, £45,585-£54,395 per annum. 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/>