

Marketing Manager – UK Supply Chain and Logistics Excellence Centre

Job Ref: REQ240886

Loughborough University and the Loughborough Business School, through a new long-term partnership with the Massachusetts Institute of Technology Centre for Transportation and Logistics (MIT-CTL), has just established the UK Supply Chain and Logistics Excellence Centre (UK SCALE Centre) as the newest member of the MIT Global SCALE Network.

The UK SCALE Centre will focus on research, education, and working with industry, with the ambition of becoming the central hub for supply chain innovation and talent development in the UK. By working closely in concert with key stakeholders in the sector, the Centre will help to bridge the gap between academic research and industry R&D. We aim to drive forward innovative solutions to the biggest challenges facing the UK's logistics and supply chain capabilities. The Centre will also equip the next generation of researchers and professionals with the essential skills and knowledge of best practice to take leading roles in building the future of supply chains.

The Centre will join the established SCALE Network which is already operating around the world in countries such as Spain, Luxembourg, China and Colombia, becoming part of a global collaborative network. In total there are now six Centres of Excellence across four continents. These centres pool their expertise and work together on research projects that address real-world supply chain and logistics challenges, helping companies worldwide navigate an increasingly complex business environment.

The network supports over a dozen educational programs, engages more than 80 researchers and faculty, partners with 150 corporations, and boasts an alumni network of over 1,200 professionals worldwide.

Based at Loughborough University, the UK SCALE Centre will offer both Masters and Doctoral degrees, and the opportunity for MSc students to spend time at MIT's campus. A suite of executive education offerings will also be developed, which will be further customisable to offer bespoke training for individual organisations.

The Loughborough University campus is based in the heart of England. With world-class facilities and plenty of green open space, it has everything our students, staff, and visitors need on site. Loughborough is an exceptional University. Our excellent student experience, acclaimed research, unparalleled sporting achievements, outstanding teaching and learning, and commitment to change, allow us to offer something truly distinctive from that of other Universities.

Loughborough Business School at Loughborough University is internationally leading in research and teaching covering the disciplines of business, management, finance, accounting and economics.

We provide a high-quality education experience and undertake research that is tailored to the demands of today's business environment, certified through triple accreditation by AMBA, EQUIS and AACSB. This leading position is built and developed around a vibrant international community that provides an excellent environment for progressing an academic career.

Job Description

Job Grade: Management and Specialist Grade 6

Job Purpose

Provide professional marketing support to meet the UK SCALE Centre student recruitment objectives through targeted campaigns across a variety of digital and traditional marketing channels.

Raise the profile of the UK SCALE Centre, ensuring that student recruitment and branding communications are consistent with the school and university's strategy and brand guidelines.

Develop the reputation of the UK SCALE Centre for research excellence and innovation.

Demonstrate the Centre value to industry, attracting further business engagement, commitment to and investment in the UK SCALE Centre.

Job Duties

Marketing Communications

- Plan, write, and coordinate the production of various publishing projects (brochures/promotional email/e-newsletters/websites/video) in line with the University's corporate branding, from the initial brief to designers, and production of editorial, and coordination of photo and video shoots to final printed/online material within deadlines and budget.
- Coordinate and enhance the UK SCALE Centre's Master and Doctoral degree prospectus content to ensure consistency and maximise effectiveness.
- Responsible for coordinating the School's CRM communications for UK SCALE Masters and Doctoral offer holders, liaising with key academics and professional services colleagues.
- Oversee UK SCALE Centre student recruitment related content on the School's website. Develop and update marketing content using the University's content management system and liaise with web colleagues in marketing and advancement as required. Develop, oversee and manage the UK SCALE Centre microsite.
- 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.
- Research and identify leads for the basis of producing copy. Pro-actively work with the UK SCALE Centre team and central marketing colleagues to gather and create ongoing UK SCALE Centre content including accolades, statistics, key messages, news, PR material, case studies and profiles for existing students, alumni, staff, researchers, partners and key stakeholders for use across digital and print.
- Working with the Digital and Creative teams, co-ordinate digital content generation through photo and video shoots and produce digital and other marketing assets for social media and other communication channels.
- Liaise with key internal stakeholders, including relevant academic and professional services staff within the School, the Global Engagement Team, Strategic Marketing, and creative and print services, to coordinate specific student recruitment marketing activities/campaigns at the Master's and Doctoral level.

Marketing Planning

- Develop professional marketing plans and an overall communications strategy to align the UK SCALE Centre promotional activities in line with the School's strategic plan, vision, mission and values, and the University's branding guidelines, disseminating these to relevant internal stakeholders.
- Effectively plan and manage annual marketing related budgets.

- To work closely with the Research & Innovation Marketing and Corporate Communications teams, to develop and integrate school research and innovation objectives within both the UK SCALE Centre's marketing and communications plans, along with university-wide level activity.
- Write engaging, dynamic, relevant, and accurate marketing copy appropriately targeted to each market segment or stakeholder and ensure consistency with brand guidelines and central content.
- 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.
- Build and maintain a strong understanding of the latest relevant research, innovation, and supply chain industry news to ensure marketing activities are timely and can maximize existing media coverage and context.
- Contribute marketing expertise relating to student recruitment in relevant departmental committees.
- Provide guidance, advice, and updates to the school on matters relating to the UK SCALE Centre's marketing ensuring that the University's marketing objectives are achieved, and professional brand standards and key messages are maintained.
- To continuously monitor and evaluate the implementation of the marketing plan. Set clear KPIs/campaign objectives and ensure the UK SCALE Centre's marketing activities 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 the UK SCALE Centre leadership to assess priorities and demonstrate the impact of marketing activity.

External Liaison

- To act as the key liaison between MIT CTL Global SCALE Network marketing and Loughborough University marketing teams, ensuring cohesive and seamless collaboration between different stakeholders.
- Liaise with external bodies to provide information relating to accreditation, ratings and rankings as required.
- To research, identify and seek to maximise PR and media opportunities for the UK SCALE Centre, ensuring amplification of reach across media and social channels, and encouraging engagement from academic colleagues in reputation-building activities.
- Assist with routine media enquiries, identifying appropriate interviewees and setting up interviews.

Events

- Organise various aspects of recruitment fairs, open days, visit days and exhibitions, including event planning, CRM communications, booking stands and organising relevant marketing collateral (e.g. PowerPoint presentations and briefing documents)
- Attend University open days and international recruitment fairs as required.

Internal Consultancy

- Provide professional marketing guidance and support to school staff, in line with School and University marketing objectives, key messages, and university brand guidelines.

Other

- 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.
- Remain aware of developments and collaboration opportunities with the other members of the Global SCALE Network.

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 Loughborough Business School - Senior Marketing Manager

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	Experience of working in a broad-based marketing role, including writing/ editing and working with print and web designers to produce publications such as brochures/newsletters and electronic media.	1, 2, 3	
	Experience of co-ordinating events and exhibitions.	1, 3	
	Experience of working across teams with a range of internal and external stakeholder groups.	1, 3	
Skills and abilities	Excellent organisational, interpersonal and negotiating/communication skills.	1, 2, 3	
	Extensive copywriting and proof-reading skills, and the ability to tailor content for specific formats and audiences.	1, 2, 3	
	Ability to effectively manage own workload and use initiative.	1, 3	
	Ability to assess current marketing activities and recommend improvements based on analysis of relevant data.	1, 3	
	Ability to manage deadlines and changing priorities.	1, 3	
	Ability to manage budgets and allocate resources.	1, 3	
	Self-motivated, enthusiastic, adaptable and creative.	1, 2, 3	
	Word processing, spreadsheet and presentation software (e.g. PowerPoint) skills.	1, 3	
	Training	A willingness to undertake further training as appropriate, and to adopt new procedures as and when required	1, 3
	Qualifications	Degree or equivalent professional qualifications.	1, 3
Other	Evidence of a good working knowledge of equal opportunities and understanding of diversity in the workplace	1, 3	
	A commitment to equality and diversity with the ability to role model, adhere to and advocate Equality and Diversity policies	1	
	Willingness to work flexibly and to work occasional out-of-hours where required.	1, 3	

Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working with the media.	1, 3
	Experience of B2B marketing	1, 3
	Experience of working with researchers or research organisations	1, 3

	Experience gained by studying and/or working in Higher Education.	1, 3
	Experience in carrying out and analysing market research.	1, 3
Skills and abilities	Knowledge of new media/web technology.	1, 3
Qualifications	Degree in business or marketing subject or equivalent professional qualifications.	1, 3

Conditions of Service

The position is **full-time** (37 hours per week) and **open-ended**. The salary will be on Management and Specialist Grade 6, £34,866 – £45,163 per annum, at a 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, 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/>

Informal Enquiries

Informal enquiries should be made to Kam Dahya, Senior Marketing Manager by email to K.Dahya@lboro.ac.uk.

Applications

The closing date for receipt of applications is **Sunday 3rd November 2024**. Interviews will be held on **Tuesday 19th November 2024**.