

Appointment of

Director of Marketing and Advancement



Loughborough
University

Director of Marketing and Advancement

Loughborough University is looking for an individual with the vision, values and experience to lead our award-winning Marketing and Advancement Directorate.

A UK top ten university and the world's top-ranked institution for sport-related subjects, Loughborough University is constantly evolving its marketing operation to meet the demands of a challenging higher education sector, add value to its students, staff, alumni and partners, and raise the profile of our East Midlands and London campuses around the world.

By providing strategic and operational leadership for the University's extensive marketing, communications, student recruitment and development activity, the University's Director of Marketing and Advancement is critically important to delivering the University's core business objectives as defined by our [institutional strategy](#).

An inspirational leader, you will take a central role in defining, distilling and projecting the University's values, ambitions and achievements in a comprehensive and consistent market proposition inspired by the incomparable Loughborough spirit.

You will engage directly with the Vice-Chancellor (the organisation's Chief Executive Officer) and senior leadership team, and report to the Chief Operating Officer, setting out how the University benchmarks, measures and improves its regional, national and global reputation, brand presence and market position. You will encourage and empower the individuals and teams you lead to think strategically, work creatively and collaboratively, and build a supportive, equitable and inclusive workplace culture.

As an experienced marketing professional, your strategic leadership will deliver measurable success in marketing, communications, student recruitment, and development and alumni relations. Experience of at least one of the following additional areas: strategic communications, student recruitment, or fundraising, is a distinct advantage.

A successful, proven track record in Higher Education is highly desirable, but candidates without prior HE experience who demonstrate robust knowledge of the challenges facing the sector and an awareness of HE culture are encouraged to apply.

We can't wait to meet you.



**MOVED UP TO 6TH
IN THE COMPLETE
UNIVERSITY
GUIDE 2025**

and remained the top
university in the Midlands



**SPORTS
UNIVERSITY
OF THE YEAR**

The Times and Sunday Times
Good University Guide 2025

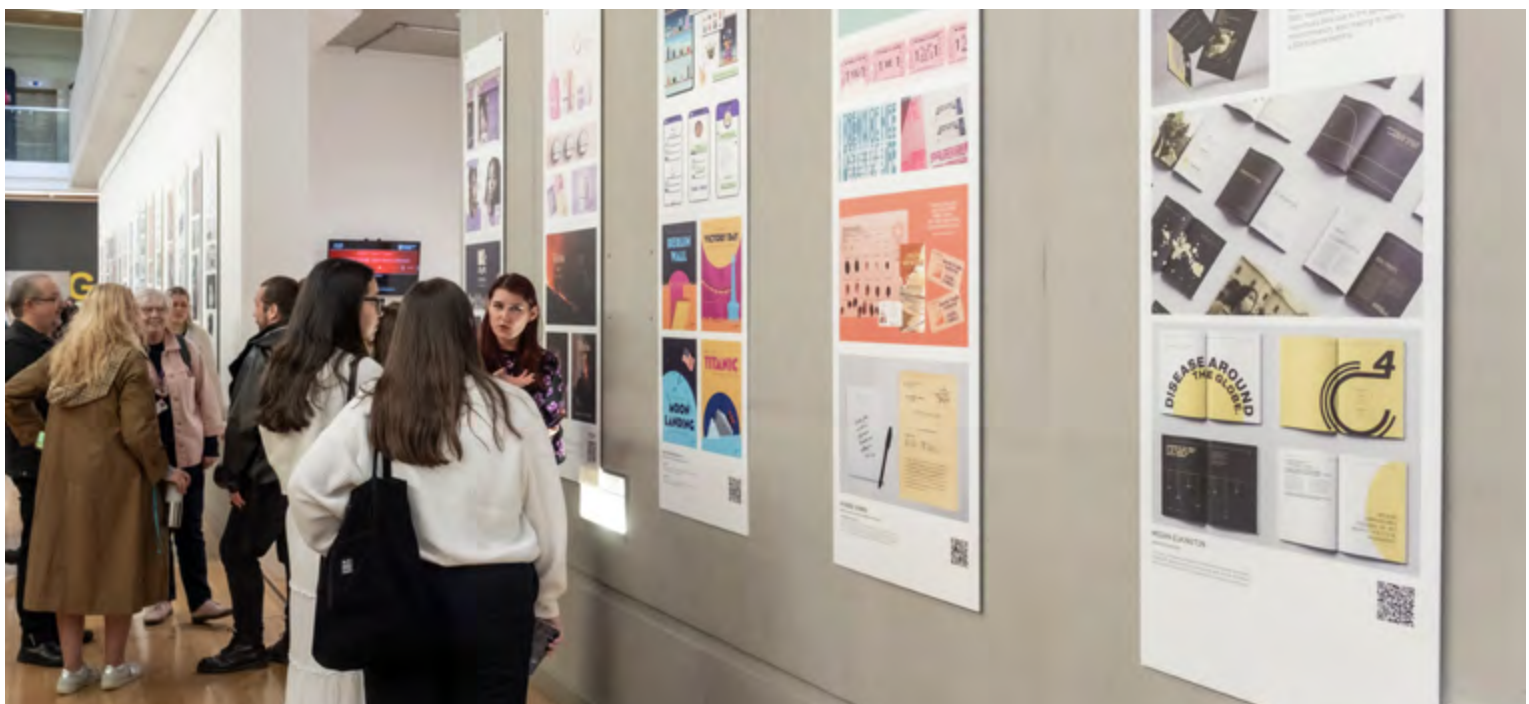
Daily Mail University
Guide 2025



**BEST UNIVERSITY
IN THE WORLD**

for sports-related subjects
for the eighth year running

QS World University
Rankings by Subject 2024





Join us. It will be exciting!

For an outstanding marketer, this is a fantastic role. I know I'm biased but it really is. Let me try and persuade you why:

- We believe in the strategic role of marketing and advancement – you're not just joining us to develop the University's prospectus (although your team do do that!). You're joining us to lead marketing strategy in its broadest sense, with all that that entails.
- We have a strong and exciting brand with the potential to be developed further. In a crowded sector we can and do stand out. Join our #LboroFamily where we've been #InspiringWinners since 1909. [The World Can't Wait](#) and neither can you.
- We're successful – but aren't complacent. Top 10 positions in the Guardian, Complete and Sunday Times university guides, gives you a great position to operate from. But we'll have to work hard together to maintain our success and grow our profile internationally.
- It's a great place to work. Collegiate, friendly and hard working. Resilient, ambitious and proud. Ours is a success co-created by our colleagues, students and partners and an exciting time to continue to develop our employer brand.
- Our marketing and advancement teams are first rate – you'll be leading an outstanding group of creative and dedicated colleagues.
- There's much more to do! The platform is a strong one but the potential and opportunity for you to take the organisation to the next level is there.

Our operating environment is changing rapidly, and success in these professional areas is an essential ingredient of our future strategy. Your role is therefore of the utmost strategic importance and you will be stepping into an organisation that recognises and values this.



Thank you for your interest.

A handwritten signature in black ink that reads "Richard Taylor". The signature is stylized with a large, sweeping underline.

Richard Taylor
Chief Operating Officer

About Loughborough University

Loughborough University is a place for risk-takers. For those with the imagination and creative enthusiasm to face challenge and overcome it. The determination to work hard in pursuit of critical, incremental advances.

It's a mindset that endures long past graduation, and nurtures a worldwide community united by the understanding that better isn't born, it's earned. This makes us stand apart from other institutions. It's why we're the world's number one university for sport-related subjects in the QS World Ranking by Subject 2024. It's why we're consistently ranked in the UK top ten. It's why we regularly walk away with top awards for student experience and facilities.

[Creating Better Futures. Together](#) is our bold and ambitious strategy that will guide the University over the next decade. It sets out our purpose, our values, and our aims, recognises the impact of our actions on the world around us, and reflects the challenges we face.

It's a strategy rooted in a heritage that began with our founding in 1909 as a top-level technical college. Today, our global community of 3,800 colleagues and more than 19,000 students continue to harness the power of research, innovation and community to address global challenges. From our 523 acre campus in the East Midlands and our London campus on Queen Elizabeth Olympic Park, we operate an endeavour with an annual turnover of over £300m.

Our sense of pride is rooted in much more than the excellence of our facilities. We stand apart from other institutions in our commitment to striving to be better, and to make those small, incremental differences – the marginal gains – that improve lives, expand horizons and broaden opportunity and accessibility for all.

Our world-leading, internationally excellent research and innovation offering is testament to this. A degree from Loughborough is more than a superb qualification. It makes every graduate a part of our story, our global community, and our relentless pursuit of better.



Our people

Loughborough University is a place for risk-takers. For those with the imagination and creative zeal to face and overcome challenge. The determination to work hard in pursuit of critical, incremental advances. It's a mindset that endures long past graduation, and nurtures a worldwide community united by the understanding that better isn't born, it's earned.

Our students

Student numbers 2023/24 UK/EU and international

Undergraduate	15,200
Postgraduate taught	2,600
Postgraduate research	1,250
Further education	150
Other (including temporary exchange and staff research)	300

Our alumni

Loughborough University has a global community of 200,000 graduates.

£6 million has been donated by alumni and friends of the University over the last three years.



48,000

applications were made for around 6,000 undergraduate and postgraduate taught places in 2023/24



19,500

students from 130 different countries



3,500

of our students on campus are international

Our staff

Staff numbers (December 2023)

Administrative, management and specialist staff	1,400
Researching, teaching, enterprise, specialist and supporting academic staff	1,000
Operational and technical staff	1,000

We have 3,800 members of staff. 20% of whom are international.



3,800

staff, Loughborough's biggest employer



We have received the **Race Equality Charter Bronze Award** that recognises we are beginning our journey to advance race equality

Our collaborations

The University works with organisations worldwide, exchanging knowledge to drive innovation, boost performance and meet current and future challenges.

Loughborough's strategic partners include:

adidas

volume.lboro.ac.uk/winning-its-all-about-teamwork

Joseph Rowntree Foundation

www.lboro.ac.uk/research/crsp

Caterpillar Innovation and Research Centre

www.lboro.ac.uk/caterpillar-irc

Leicester Biomedical Research Centre

www.leicesterbrc.nihr.ac.uk

National Centre for Sport and Exercise Medicine

www.ncsem-em.org.uk

Rolls-Royce University Technology Centre

www.lboro.ac.uk/rolls-royce-utc

SportPark

www.LUSEP.co.uk/sport-park

The Manufacturing Technology Centre (MTC)

www.the-mtc.org

National Football League Academy

www.nflacademy.com

West Ham United Women

www.whufc.com



90

tenant partners are based on Loughborough University Science and Enterprise Park (LUSEP)

Our achievements

We successfully combine a world-leading research endeavour with arguably the UK's best student experience. We are home to the world's foremost academic-led elite sport ecosystem, an outstanding estate and longstanding partnerships with enterprise.



OUR LONDON CAMPUS

OPENED IN 2015
AND HOME TO 800+
POSTGRADATES



THE TIMES AND SUNDAY
TIMES GOOD UNIVERSITY
GUIDE 2025

**TOP 3 FOR
STUDENT
EXPERIENCE**



LSU ACTION
AWARDED
QUEEN'S PLATINUM
JUBILEE AWARD

FOR SUPPORTING LOCAL
COMMUNITY (2022)



BRITISH UNIVERSITY
AND COLLEGE
SPORT CHAMPIONS

**43 YEARS
IN A ROW**



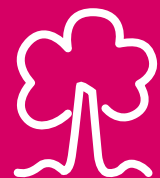
TEACHING EXCELLENCE
FRAMEWORK 2023

**AWARDED GOLD
OVERALL,
GOLD FOR STUDENT
EXPERIENCE AND
GOLD FOR STUDENT
OUTCOMES**



AWARDED
SEVEN QUEEN'S
ANNIVERSARY
PRIZES

FOR THE QUALITY OF
OUR RESEARCH



GREEN FLAG AWARDS
SINCE 2018

**ONE OF THE
NATION'S BEST
GREEN SPACES**



INTERNATIONAL
QS STARS SCHEME
2023

**FIVE STARS PLUS
INSTITUTION**

– ONE OF ONLY
20 WORLDWIDE



QS WORLD
UNIVERSITY RANKINGS
BY SUBJECT 2024

**BEST UNIVERSITY
IN THE WORLD FOR
SPORTS-RELATED
SUBJECTS**



OVER
£20M

**RAISED THROUGH
LOUGHBOROUGH
STUDENTS' UNION
RAG**



TIMES HIGHER
EDUCATION IMPACT
RANKINGS 2023

**1ST IN UK AND 15TH
GLOBALLY FOR
ADVANCING
AFFORDABLE AND
CLEAN ENERGY**



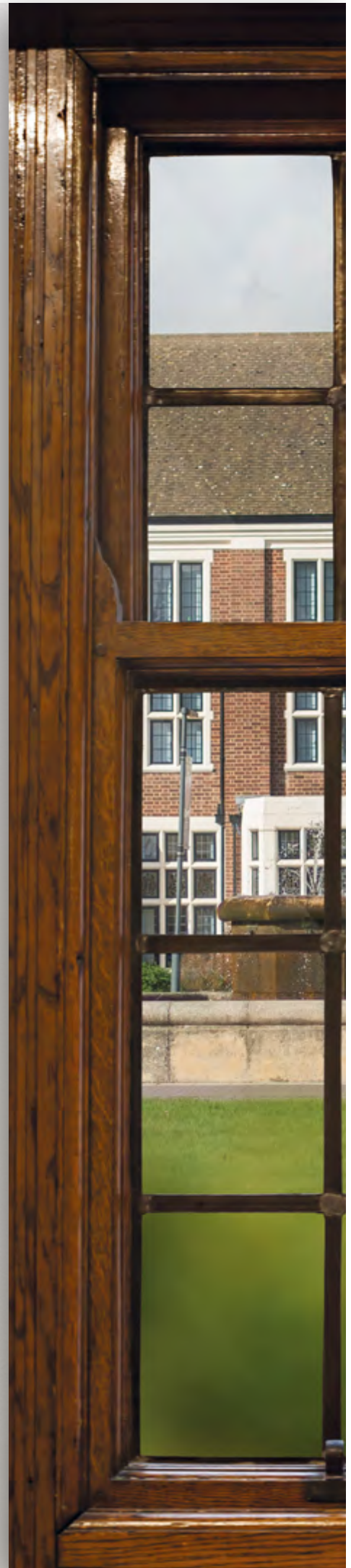
WHATUNI STUDENT
CHOICE AWARDS 2024

**1ST FOR
UNIVERSITY
FACILITIES**



THE COMPLETE
UNIVERSITY GUIDE
2025

**RANKED 6TH
OUT OF 130 UK
UNIVERSITIES**



Our strategic aims

Our marketing operation is informed by our institutional strategy, which establishes clear, ambitious development objectives for the University, and sets out how departments, teams and individuals support achieving these.

A more ambitious research and innovation endeavour

94% of our research is classed as 'world-leading' or 'internationally excellent' in REF2021. We are striving to maintain the quality of our research output as we increase its reach and impact.

Strengthen our leadership position in education and student experience

Awarded Gold overall, in student experience and in student outcomes in the Teaching Excellence Framework 2023, #1 in University Facilities in the WhatUni Student Choice Awards 2024, and top 5 in the UK for Student Experience in the 2023 Times and Sunday Times Good University Guide. Our extraordinary campus environment is enduringly popular with staff and students alike. We want to maintain that standing while expanding and extending our offer and our learning ecosystem into and beyond our local communities.

Build a more diverse, equitable and inclusive community

In any given year, we have over 3,500 international students from across the world join the Loughborough Family. Our vision and purpose is driven by courage, empathy, collaboration, responsibility, challenge and integrity, and our dedicated Equity, Diversity and Inclusion Services team is working to embed these values throughout our institution and in the wider HE sector.

Intensify and extend our international reach and impact

Our international community of more than 18,000 alumni, donors, partners and a growing global network of research and innovation partnerships is a crucible of academic and entrepreneurial excellence that has led to breakthroughs ranging from bringing clean hydrogen energy to off-grid farming communities in Malawi to establishing a transformative global supply chain partnership with MIT.

Leverage our excellence in sport to create new opportunities across our institution

Loughborough has been ranked #1 in the world for sport-related subjects in the QS World Rankings for eight years running, and has been named The Times and Sunday Times Sports University of the Year 2025. We're building on that legacy to embed the values, spirit and insight our sporting heritage provides to support interdisciplinary research partnerships across all subject areas, while also widening access and participation to ensure our sport offer includes everyone, regardless of ability.

Develop new, meaningful partnerships in the UK and internationally

We are taking our rich network of collaborative partnerships with UK universities, organisations and businesses global. We count the NHS, adidas, MIT, Rolls-Royce, Caterpillar and Toyota among our valued partners.





What we offer

A distinctive international reputation for excellence

The relevance of our research to real-life issues places us at the forefront internationally, increasing significantly the global visibility and reputation of the University. Our contribution, at the very highest levels, to new knowledge and understanding boosts our links with some of the best universities in the world and expands our breadth of well-established partnerships with leading international companies.

A life-shaping student experience

We provide our students with an exceptional learning environment that offers outstanding, innovative teaching, opportunities to contribute to pioneering research, and options to maximise their business potential, coupled with wide-ranging personal support. We engage with our students to ensure we deliver the best possible academic experience. There is high demand for our programmes and we deliver outstanding levels of student satisfaction.

Working in partnership with Loughborough Students' Union, we offer the best possible all-round experience, providing our students with a wide range of opportunities that enable them to achieve their full potential, professionally and personally as well as academically.

Outstanding partnerships to deliver social, economic and cultural prosperity

We pursue the commercial potential of our research and forge productive, collaborative links with partners across all sectors. We will meet their requirements and our activities help support economic development and drive innovation and performance locally, nationally and internationally.

We work closely with local partners to enhance the social, cultural and economic wellbeing of the communities and regions in which we reside. We embed sustainability and social responsibility into all of our processes, operations and developments.

A culture of delivering excellence in all that we do

Through the integration of influential research, a vibrant enterprising culture and outstanding learning opportunities, we enhance our ability to drive forward solutions to contemporary global challenges.

We support staff to attain the highest standards, and our international profile attracts the very best in their fields.

We have cemented our position as the UK's premier university for sport and are recognised globally for our unique ability to shape sport and exercise policy and practice both nationally and internationally.

One outstanding university: two vibrant campuses

Our distinctive ability to integrate research, teaching and enterprise has strengthened the activities in which we excel and created new capacity in areas of excellence.

Our international ambitions are being enhanced through a thriving postgraduate campus on the Queen Elizabeth Olympic Park in London, complementing our outstanding green-field campus in Loughborough and creating distinct campus communities, that share a common ethos, purpose and values.

University governance

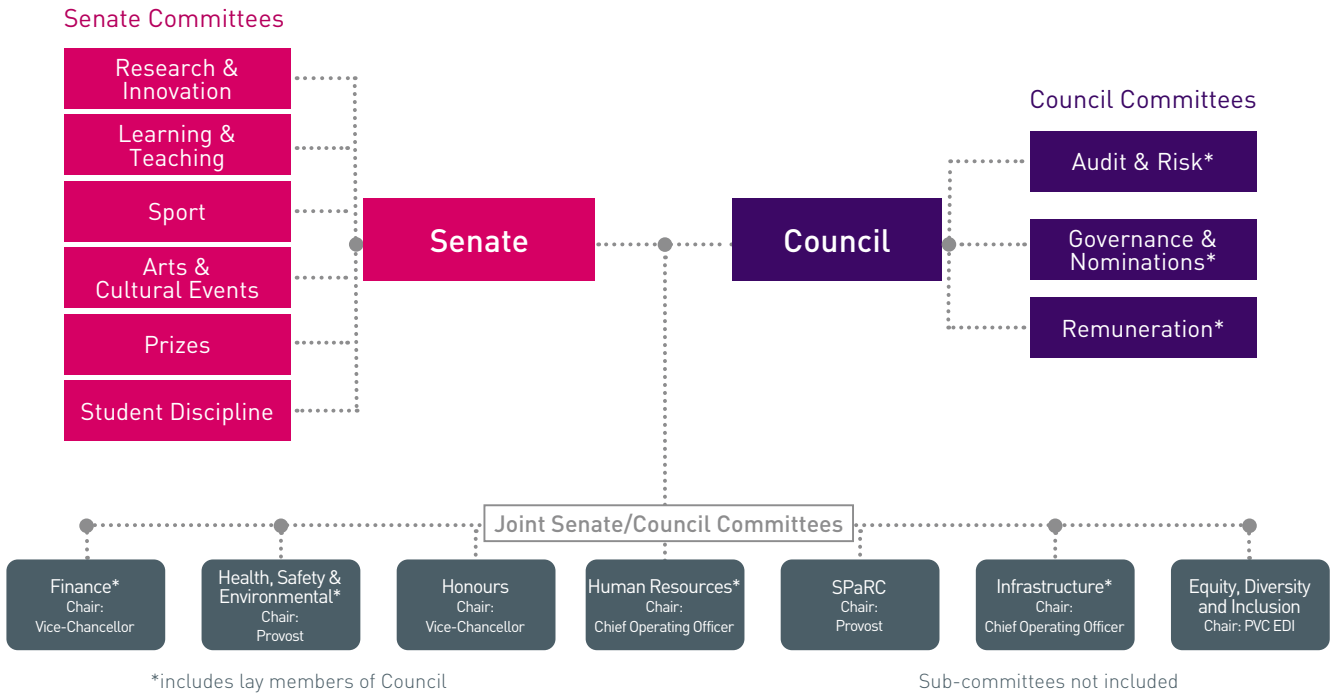
The University Senate

The University Senate is responsible for the academic work of the University, including programmes, examinations, teaching and research quality. Its membership is drawn from the University.

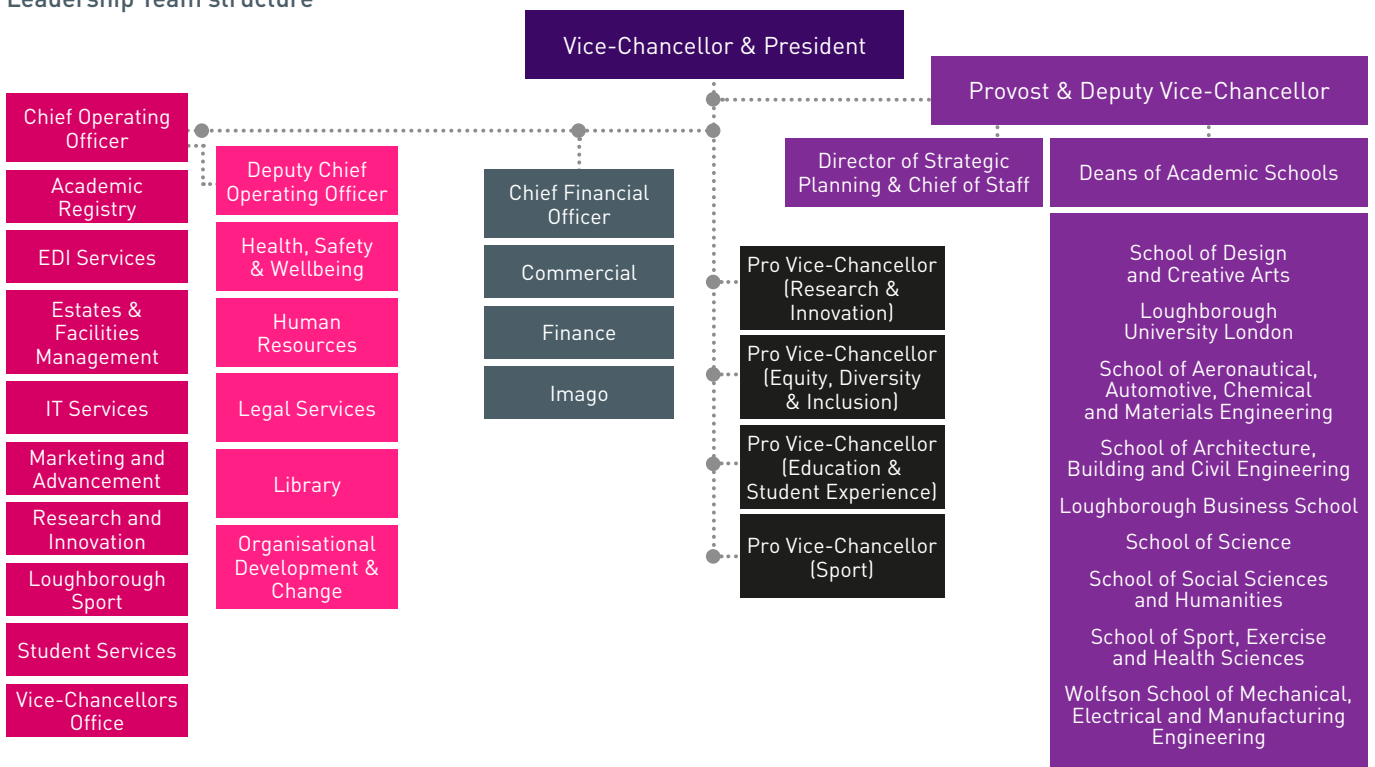
The University Council

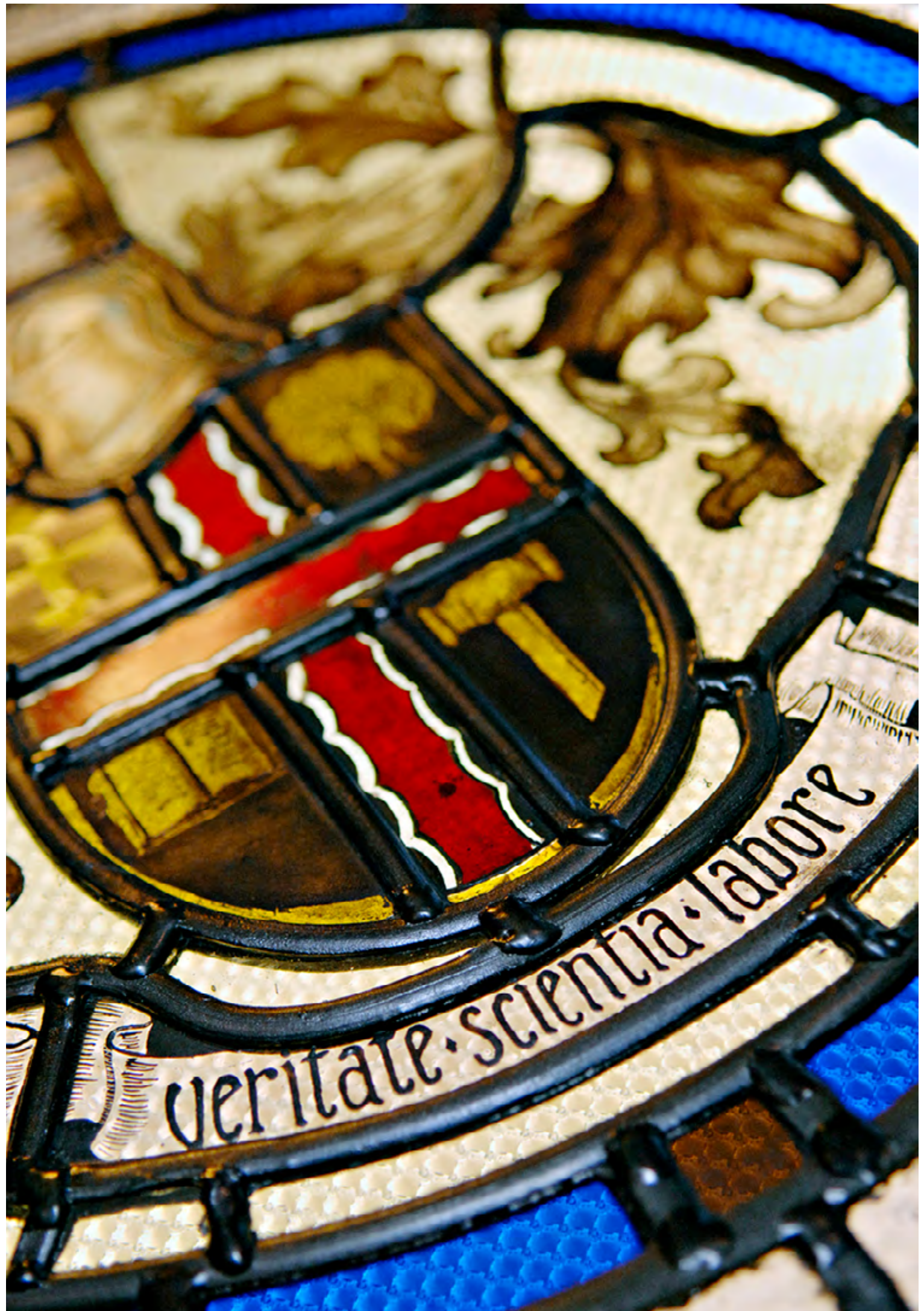
The University Council is the governing body, responsible for the University's finances, buildings and land. It is the official employer of all staff and meets several times a year. Its Chair is the Senior Pro Chancellor, Christine Hodgson CBE.

Senate & Council structure



Leadership Team structure





veritate · scientia · labore

The role

Strategic Marketing and Communications

- Define, distil and project the core market proposition and distinctive characteristics of the University.
- Conceive and implement practical and effective steps that make a tangible improvement to the reputation and image of the University regionally, nationally and especially internationally.
- Exploit and co-ordinate all channels that the University uses, in order to communicate effectively and consistently with stakeholders and customers with a digital first mind-set.
- Support this with a coherent narrative of the University's strengths and achievements. Emphasise the depth and richness of the University's research activity and other innovative work with practical illustrations.
- Apply this narrative and market proposition tightly and consistently across the range of the University's communications activities thereby ensuring a coherent and compelling approach.
- Provide effective framework for Internal Communications, especially through supporting our People and Culture work.

Leadership and Management

- To manage the six functional teams within the Directorate – Strategic Marketing; Global Engagement Recruitment; Future Students and Marketing Operations; Brand, Digital and Creative Production; Corporate Communications; Philanthropy, Alumni and Supporter Engagement.
- To provide strategic marketing and communications, support, guidance and leadership to areas of the University, outside the immediate remit of the Directorate, but who are externally facing for significant parts of their work (eg Loughborough Sport, Research and Innovation Office, Careers Network).
- Rigorously evaluate the performance of marketing, communications and development activity and adjust planning and operations in light of the results.
- As a senior leader in the organisation, model institutional behaviours and values, lead by example.

Student Recruitment

- To effectively direct and co-ordinate the University's home and international student recruitment communication activities and widening participation activities ensuring that targets are met with students of appropriate quality from as diverse an array of backgrounds as possible.

Analysis and Performance

- Prepare accurate and insightful analysis of our markets, our opportunities for growth and other development opportunities.
- With senior colleagues establish realistic but demanding targets for marketing and advancement operations.
- Put in place a series of metrics that are used to monitor progress against goals. Evaluate the overall performance of the marketing and advancement activities using a range of quantitative and qualitative techniques and criteria.

Engagement with Senior Colleagues

- To advise the Vice-Chancellor and Chief Operating Officer on institutional issues of strategic communication.
- Build outstanding working relationships with senior colleagues across the organisation. Be their trusted, authoritative strategic advisor on the broadest matters of marketing and advancement.

Service Delivery

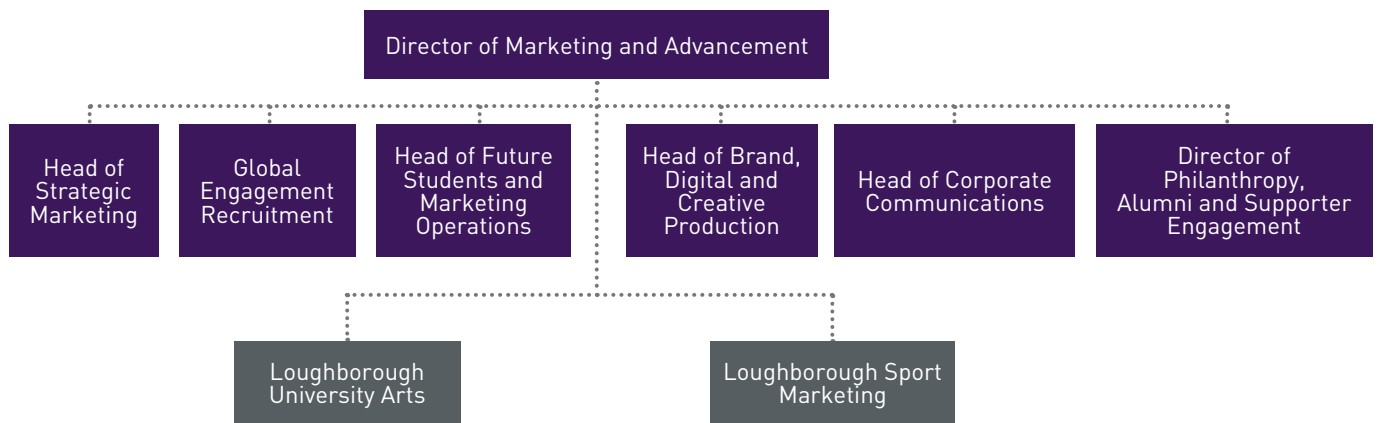
- To be a member of the University's Professional Services Leadership Team and the University Leadership Group.
- To play an important role in improving services to stakeholders both routinely, and through the University's change programme.

External Engagement

- To play a role in professional organisations within the sector covering the areas included in the remit of this role. Through this ensure that Loughborough University remains as sector leading in its approach to marketing, communications, student recruitment and development work within the sector.
- To undertake other duties as may reasonably be required.

Organisational responsibility:

- Reports to: Chief Operating Officer
- Responsible for around 250 staff in the Marketing and Advancement teams (see below)



Person specification

CRITERIA	ESSENTIAL	DESIRABLE
Affinity with organisational values	<p>Ability to model the values of Loughborough University.</p> <p>Strong and unwavering commitment to matters of equity, diversity and inclusion.</p> <p>Commitment to the well-being and professional development of the team and broader colleagues.</p>	
Experience	<p>Significant experience of leading marketing, communications, student recruitment or development in a large and complex organisation, including development of associated strategies.</p> <p>Experience of successfully managing relationships across a complex organisation.</p> <p>Experience of innovating in terms of communication channels. Excellent understanding of the role and benefits of digital communications.</p>	<p>Experience in the HE sector.</p> <p>Experience of managing external suppliers of marketing services.</p> <p>Experience of strategic communications, student recruitment or fundraising.</p> <p>Experience of leading marketing activity internationally.</p>
Qualifications and training	<p>First degree (or equivalent experience).</p> <p>Relevant professional qualification or training eg CIM or CIPR (or equivalent).</p> <p>Management qualification or training.</p> <p>Evidence of continuing Professional Development.</p>	<p>Management qualification at Master's level.</p>
Skills and abilities	<p>Excellent leadership and management skills, including the ability to motivate staff.</p> <p>Excellent interpersonal, communication and influencing skills.</p> <p>An outstanding creative marketer.</p> <p>Numerate with the ability to use data to analyse market opportunities, inform planning, monitor progress and evaluate outcomes.</p> <p>Interest in and affinity for higher education - its teaching, research and innovation activities.</p> <p>Positive, open-minded outlook; innovative, flexible and responsive to a changing environment.</p> <p>Excellent leadership and management skills, particularly team management and the ability to deliver projects on time and to budget.</p> <p>A commitment to the highest service standards.</p> <p>Willingness and ability to act as an ambassador for the University in the outside world.</p>	<p>Proven skills in developing strategic approaches to student recruitment.</p>
Knowledge	<p>Understanding of the challenges facing the Higher Education sector.</p>	

Conditions of service

The position is full time and open ended. Salary will be on Management and Specialist Grade 9, and a competitive salary will be confirmed on offer of appointment.

The University offers a substantial [benefits package](#), including a pension scheme.

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 by visiting [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 [HERE](#).

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 [HERE](#)). In addition, the University is supportive, where operational needs allow, of flexible working arrangements.

We also strive to create a culture that supports equity 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. More information on Athena SWAN can be found [HERE](#).

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 and Procedures.

Staff should hold a duty and commitment to observing the University's Equity, Diversity and Inclusion values, vision and purpose at all times. Duties must be carried out in accordance with relevant Equality and Diversity legislation and University policies/procedures.

Application and interview

To apply or find out more information please visit: www.lboro.ac.uk/join-us/DirectorMandA

Informal enquiries should be made in the first instance to Clare Jackson, HR Talent Attraction and Acquisition Partner; C.Jackson4@lboro.ac.uk.

The closing date for applications is midnight on Sunday 3rd November.

Shortlisting will take place **week commencing 4th November, and interviews will be held on 9th December.**



This publication is available in other formats.
Please contact Visual.Identity@lboro.ac.uk
with your requirements quoting document reference 87321.



**CONSISTENTLY
RANKED AS A UK
TOP TEN UNIVERSITY**
THE COMPLETE UNIVERSITY
GUIDE 2017-25