

STRATEGIC MARKETING BUSINESS PARTNER – INTERNATIONAL ENGAGEMENT AND IMPACT; EDUCATION AND STUDENT EXPERIENCE; SCHOOLS

Job Ref: REQ241144

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

Loughborough University is seeking a strategically-minded communicator and marketer with a strong background in strategic marketing planning and execution to develop comprehensive and impactful approaches to promote and shape global perceptions of this Top 10 UK University's offer in International Engagement and Impact and Education and Student Experience. The successful candidate will work across the University's diverse Schools and academic departments. Your team will deliver a future-fit, strategic and comprehensive marketing plan aligned to institutional strategy and core plans. A broad range of activities delivered using the full marketing mix will contribute significantly to student recruitment and international partnerships.

The strategic marketing team at Loughborough University is at the forefront of the University's effort to further develop into a highly competitive, global institution and to burnish its reputation as one of the UK's leading Universities for Education and Student Experience, its top-class facilities, excellent employability rankings and remarkable sporting heritage. You will be expected to align the interests and priorities of Schools to broader strategic goals, carefully manage a complex matrix of stakeholders, and coordinate delivery of institutional KPIs through the Campaigns and Content team. You will also have an eye for a resonant, impactful story, a well-honed sense of strategic planning and prioritisation.

You will play an invaluable role in advancing Loughborough's global reputation and securing the University's financial resource base through student recruitment, research income and impact and the diversification of revenue streams. We plan and deliver impactful, strategic and engaging campaigns and content that are brand-led, data-informed, audience-focused, integrated and measurable.

Part of the broader Marketing & Advancement directorate, our team of 36 is authentic, adventurous, responsible, creative and collaborative, and we are passionate about communicating the wider purpose of Loughborough, and of UK Higher Education and seek opportunities to lead the way in the sector.

Significant strategic marketing experience in a major HE environment is highly desirable.

Job Description

Job Grade: Management & Specialist Grade 7

Job Purpose

This is an important role that will help the university deliver an integrated, strategic approach to marketing and achieve institutional objectives relating to reputation building, research and innovation profile and generating growth in international student recruitment.

The strategic marketing business partner will be responsible for developing marketing plans aligned to the university's core plans - Research and Innovation, Education and Student Experience, International Engagement and Impact, Sport, Partnerships and Equity, Diversity and Inclusion. Each business partner will be the lead for a group of complementary core plans.

Reporting to the Strategic Marketing Planning Lead, they will play a key role in influencing decision-makers and will require excellent strategic planning skills and be the key point of contact for university stakeholders into strategic marketing. They will manage a schedule of stakeholder engagement to ensure marketing plans reflect organisational

objectives and establish the marketing goals and objectives that will help to deliver them.

As stakeholder management and engagement is such a significant part of this role, understanding how to operate within a large, highly complex organisation, the ability to bring people together and having an awareness of the bigger picture is crucial to success. There will be limited operational requirements within this role, instead it forms the core planning function for strategic marketing, developing overarching plans that set out priorities to guide operational delivery.

Annual marketing plans will establish both long and short-term priorities for marketing activity and work with the wider strategic marketing team to oversee the development and delivery of implementation plans that meet the parameters set in the annual plans.

Job Duties

- In conjunction with the Market Insight, Planning and Marketing Performance teams, design and develop annual market-focused marketing plans that align to the university core plans and overarching marketing strategy
- Balance long-term and short-term goals within the plans and ensure they represent a full funnel approach to marketing, which both builds reputation and converts customers, be that prospective students, staff, partners, influencers, funders or policy makers.
- Lead the dissemination of plans to key stakeholders, ensuring our role and goals are well understood
- With the Content and Campaigns Lead, brief the campaigns and content team to enable them to build implementation plans that will deliver marketing objectives and KPIs
- Work closely with the campaigns and content team to oversee the delivery of implementation plans, ensuring adherence to timelines and budgets and providing reporting on performance as required
- Ensure that marketing plans are underpinned by an informed and robust knowledge/evidence base, drawing on market research, industry benchmarks, research and publications, CRM, campaign performance data and other data sources. This will involve working in partnership with colleagues in the Market Insight, and Planning teams to use the information available systematically
- Define, monitor and analyse data and KPIs for specific areas of marketing activity, providing recommendations and forming actionable strategies to increase specific KPIs in line with campaign activities
- Deliver an excellent level of stakeholder management to your key stakeholders, contributing to our planning processes, meeting deadlines and being accountable for responsibilities as part of those processes
- Lead development and innovation to ensure our marketing plans are continually progressing and showing industry best practice
- Work with the strategic projects team to ensure marketing plans are managed to deadline and budget, roles are assigned, processes are adhered to, and good governance is in place
- Collaborate and consult with M&A colleagues in the development of annual marketing plans and roles are well understood
- Lead progress reporting against plans and KPIs to core plans stakeholders and to the Planning Lead and Head of Strategic Marketing who will need to present performance to senior university stakeholders
- Provide strategic marketing advice to core plan stakeholders and actively champion and facilitate coordination of activity across M&A, gain buy-in for plans and activity
- Build and establish effective networks with key internal and external stakeholders and to manage and nurture those relationships through a structured engagement schedule
- Keep up to date with new innovations, processes, and developments in both marketing and higher education sectors to ensure that Loughborough is seen as a leader in the field
- Be aware of developments in policy from the Government, relevant sector and professional bodies and ensure compliance with GDPR, CMA and the Advertising Standards Authority.
- Lead marketing roadshows and clinics alongside the Planning and Campaigns and Content leads to ensure a good understanding of our role and take feedback from stakeholders
- Encourage engagement from core plan stakeholders to support with strategic marketing and wider M&A activity to ensure we have an active bank of supporters and advocates
- Lead effectively within a matrix management model, effectively briefing, coordinating and leading cross-team working groups to deliver activity that meet objectives and deliver optimal performance
- With Business Partner and Campaigns and Content colleagues, oversee the overall performance of marketing plans, 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.

- Inspire, motivate, lead and encourage colleagues to deliver an excellent service
- Ensure marketing plans can be delivered within the allocated annual non-pay budgets
- Input to the development of strategic marketing and project workflows, quality assurance and integration across the wider organisation, ensuring the delivery of best in sector marketing activity
- Deputise for the Planning Lead

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 Planning Lead who reports to the Head of Strategic Marketing.

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 multi-function marketing role in a large complex organisation	1,2,3
	A track record of marketing planning, project management and delivery of a wide range of marketing projects and campaigns	1,3
	Extensive experience of effective stakeholder management	1,2,3
	Experience of financial planning and budget management	1
	Experience of various market research and evaluation techniques, including analysis	1,3
	Excellent verbal, communication, negotiating and presentations skills with the ability to prepare proposals, reports, and correspondence	1, 3
	Experience of chairing meetings and projects groups, formal and informal, and being an effective member of a team	1,3
	Experience of interpreting policy shifts and changes in the context of operational impact	1,3
Skills and abilities	Proven ability to develop and deliver effective marketing plans and strategies	1, 2, 3
	Excellent interpersonal skills – communicating, explaining, persuading, negotiating – with stakeholders at all levels	1, 3
	Proven experience of analysing marketing performance, offering insight and recommendations for future planning	1,3
	Exceptional project management and organisational skills, including the ability to motivate and guide others	1, 3
	Customer-focused, results driven, innovative, proactive and dynamic approach, willing to test, learn and fail in order to improve	1,3
	Determination, resilience and tenacity	3
	Able to establish personal credibility and influence others at all levels in the University	1,3
	Wide-ranging understanding and appreciation of relevant national HE developments, policies and benchmarks	1, 3
Training	A willingness to undertake further training as appropriate and to adopt new procedures as and when required	3

Qualifications	First degree or equivalent	1
	Further marketing training and qualifications such as CIM Diploma or digital marketing training	1, 3
Other	A commitment to equity and diversity with the ability to role model, adhere to and advocate the University's Equity, Diversity and Inclusion policy	3
	Understanding and experience of adhering to relevant legislation such as GDPR, FOI, CMA and copyright law	1

Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working in Higher Education and student recruitment, research and innovation, internationalisation and commercialisation	1, 3
	Experience of working as a key account director or relationship manager in-house, or agency side	1
Qualifications	Professional membership of a relevant professional body (CIM, HELOA, etc)	1

Conditions of Service

The position is full time, open-ended. Salary will be on Management & Specialist Grade 7, £46,485 to £55,295 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/Operational and Administrative staff, details of which can be found [here](#).

Equity, diversity, and inclusion

The University is dedicated to supporting an equitable, diverse, and inclusive environment – to create better futures, together.

The diverse backgrounds, characteristics and opinions within our community are our great strength and are key to our pursuit of delivering educational excellence, enterprise, research and professional services. We welcome applications from people from diverse backgrounds and minoritised groups as they are currently under-represented within our community.

We recognise the value of a fulfilling and balanced work and personal life which promotes wellbeing. We seek to support colleagues in achieving this balance and have [family-friendly policies](#), flexible working arrangements and many roles can be suitable for dynamic working arrangement. This includes considering applications to work on a part-time, flexible and job-share basis wherever possible.

The University holds a [Bronze Athena SWAN award](#) which recognises the importance of support for women at all stages of their academic career.

Read more: <https://lboro.ac.uk/equity-diversity-inclusion>