

Forging Ahead, Marketing and Communications Manager

Job Ref: REQ250625

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

Forging Ahead is the first stage of a large multi-university project led by Loughborough University focussing on research commercialisation across the Midlands. A mature commercialisation ecosystem relies on access to knowledge, investment, and talent. The Midlands boasts a strong knowledge base. Work is ongoing to enhance the investment ecosystem. There is, however, significant opportunity to better connect talent, expertise and skills in the Midlands to improve commercialisation intensity for the region. The Forging Ahead/Forging Beyond project is a collaboration of 15 Universities, backed by Research England, to address this gap through the implementation of an holistic portfolio of interventions including: creation and management of a Talent Pool; scale up of our best-practice accelerators across the region; creation of inward investment champions and colocation/innovation export networks; plus tailored interventions in priority sectors: Health & Med Tech, Advanced Manufacturing, Net Zero, and Creative & Digital. The Project will grow entrepreneurial capacity across the universities creating a step change in spinout creation. It will boost innovation and investment in critical midlands sectors by creating pathways for Intellectual Property, reinforcing supply chains and networks and promoting broader skills transfer across businesses and universities.

This is a unique and exciting opportunity to coordinate marketing for the Midlands-wide Forging Ahead Project, which will become instrumental in driving forward the future innovation landscape in the Midlands. Based at Loughborough University and working closely with colleagues from the Research Innovation Office, the post-holder will develop and implement marketing and communication strategies to enable delivery of the Project and raise awareness of its successes. They will work with the 15 Partner Universities, within a dedicated team, to jointly realise the aims and ambitions of this important initiative.

The Project partners include: Aston University, Birmingham City University, University of Birmingham, Coventry University, Cranfield University, De Montfort University, Derby University, University of Keele, Lincoln University, University of Leicester, Loughborough University, Nottingham Trent University, University of Nottingham, University of Warwick, Wolverhampton University.

Job Description

Job Grade: Management and Specialist Grade 6

Job Purpose

This role provides an exciting opportunity to design, plan, develop and effectively deliver marketing content and campaigns to raise awareness and reputation of the Forging Ahead project elevating the profile of the Midlands and enabling strong participation in the project by partners.

Forging Ahead will connect up the Midlands commercialisation ecosystem, support the development and attraction of talent within technology transfer offices and spinouts and accelerate the creation of spinouts across the Midlands. The Marketing and Communications Manager will be responsible for developing and implementing a comprehensive marketing and communications strategy for the project. This position will play a critical role in promoting the project's brand and reputation and engaging stakeholders at all levels.

Job Duties

General

- Providing professional marketing and communications support to meet the Forging Ahead project objectives through targeted campaigns across a variety of digital and traditional marketing channels.
- Raising the profile of the Forging Ahead project, ensuring that all project communications are consistent with the project's and strategy and brand guidelines.
- Ensuring effective promotion of opportunities within the 15 universities and to the wider commercialisation ecosystem in the Midlands.
- Developing the reputation of the Forging Ahead project for excellence, innovation and Midlands wide impact.
- Supporting the development of a comprehensive digital hub for the Project.

Marketing and Communications Strategy

- Develop and implement a marketing and communications strategy that aligns with the mission and goals of the Forging Ahead Project.
- Lead the development and execution of integrated marketing campaigns, in partnership with collaborating organisations (e.g. Midlands Mindforge, Midlands Innovation, the host and partner universities) that target and engage relevant stakeholders.
- Lead, develop and build the project's brand identity, ensuring that it is consistent across all channels and platforms.
- Manage the project's digital and social media presence, including website content, email marketing, and social media accounts.
- Analyse marketing and communications data, developing and reporting on key performance indicators to measure the effectiveness of campaigns and helping to inform decision-making.
- Use sound customer and market intelligence to inform the planning process.
- Take professional pride in and responsibility for the quality of the Forging Ahead marketing activities, assets and outputs.
- Lead frequent reporting and review meetings with the Project leadership to assess priorities and demonstrate the impact of marketing activity.

Content and Communications

- Develop and execute content marketing strategies that drive engagement and conversion, assessing impact and tailoring subsequent strategy.
- Expertly write and edit copy and source marketing resources where appropriate including copywriting and photography.
- Work with the Project Manager to develop reporting, approval and consultation structures that enable effective delivery of the above.
- Collaborate with project partners to develop and deliver effective communications that engage stakeholders and promote the project's programs and services.
- Work closely with the Forging Ahead Project Manager, Central Delivery Team and Management Group to identify priorities, and promote high-quality work through innovative and creative campaigns and case

studies.

- Develop campaign/project branding solutions and effective roll-out across channels, ensuring compliance and synergy with the Forging Ahead brand.
- Ensure content is user-focused, accessible and delivers compelling brand stories.
- Support a 'digital first' approach to curate and implement high quality, creative and reusable content and utilise across multiple media channels.
- Effectively utilise and manage assets including key messages, images and presentations.
- Lead on cross partner press releases to ensure coherent cross sector coverage simultaneously in order to maximise impact.
- Maintain professional knowledge and expertise to ensure Forging Ahead is at the forefront of new marketing and communications tools and strategies.
- To research, identify and seek to maximise PR and media opportunities for Forging Ahead ensuring amplification of reach across media and social channels, and encouraging engagement from Project Partners and participants in reputation-building activities.
- Assist with routine media enquiries, identifying appropriate interviewees and setting up interviews.

People, events and stakeholder engagement

- Manage and develop effective working relationships including with external partner organisations, wider stakeholders, press outlets and journalists and members of the Central Services team.
- Communicate brand objectives and plans to all relevant stakeholders and team members on a regular basis.
- Manage relationships with external bodies, including advertising agencies, printers, and media outlets.
- Champion a user-focused approach to marketing.
- Monitor and share competitor activity with the sector.
- Work with members of the Central Services team to develop and communicate appropriate events associated with the Project.
- Lead PR activity for high profile sector events hosted by the project.

Budget

- Develop and manage Forging Ahead's marketing and communications budget, ensuring resources are allocated effectively and efficiently.
- Develop annual budget forecasts and feed into annual budget planning ensuring the budget is fit for purpose to deliver campaign and content strategies.

Related activities

- To engage in training and continuing professional development.
- Identify, encourage, and promote good practice in the area of equity and diversity.
- Contribute to the development of EDI strategies and action plans and support activities to deliver the action plan.

- To stay up to date with developments in innovation and business policy from the National and Regional Government, Innovation funders and professional bodies.
- Remain aware of developments and collaboration opportunities with the other regional projects and initiatives.
- Ensure compliance with relevant legislation i.e. CMA, GDPR and ASA requirements.

To carry out these and any other duties commensurate with the grade and purpose of the post, in line with objectives agreed in the staff review process.

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.

The post-holder is expected to be based primarily at Loughborough University's East Midlands Campus but with regular travel to Project Partner locations in the Midlands. The role will require flexibility in working hours and off-campus working. Out of Hours/Evening work may be required.

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 Equity & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equity & Diversity legislation and University policies/procedures.

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

Organisational Responsibility

Reports to the Project 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

	Experience in digital marketing and social media management.	1,3
	Experience of monitoring and measuring marketing campaign activity and reporting on results.	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 equity and diversity with the ability to role model, adhere to and advocate Equity and Diversity policies	1,3
	Willingness to work flexibly and to work occasional out-of-hours where required.	1,2,3

Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working with the media.	1,3
	Experience of B2B marketing.	1,3
	Experience in carrying out and analysing market research.	1,3
	Experience gained by studying and/or working in Higher Education.	1,3
Skills and abilities	Ability to present complex information effectively to a range of audiences	1,3
	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 and Fixed Term, ending on the 1st of May 2028. Salary will be on Management and Specialist Grade 6, £35,116 - £45,413 per annum, a starting salary to be confirmed on offer of appointment. The appointment will be subject to the University's Terms and Conditions of Employment for staff grades 6 and above, 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 can be found [here](#).

The University offers a wide range of employee benefits which can be found [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 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 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. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>