

## **Associate Director of Marketing, Head of Marketing**

**Job Ref: REQ260449**

### **Department summary:**

The Strategic Marketing function leads the University's student recruitment marketing and corporate and research marketing to build brand and reputation. It is part of the wider Department of Marketing and Advancement, which is a dynamic, high performing department that drives the University's global success by generating income through student recruitment and philanthropy. It builds and protects the University's brand and reputation, ensuring we stand out in an increasingly competitive landscape. Combining creativity with rigorous data insight and a strong focus on user/customer experience, the department plays a critical and strategic role in shaping the University's future.

### **Job Description**

**Job Family and Grade:** Management & Specialist Grade 8

#### **Job Purpose**

The Associate Director of Marketing leads the Marketing function within the Marketing and Advancement Department. The postholder plays a pivotal role in advancing the University's global brand and reputation and driving sector-leading student recruitment activity.

This role provides strategic leadership for the planning and delivery of large-scale brand-building campaigns and targeted student recruitment marketing—both in the UK and internationally—ensuring marketing excellence that supports the University's student recruitment, research and innovation ambitions.

#### **Job Duties**

##### **Strategic Leadership**

- Deliver sector-leading marketing interventions across the student recruitment journey, including paid and organic campaigns, enquiry management, and conversion activity via the University's CRM system.
- Collaborate closely with Future Students and Global Engagement teams to ensure coordinated and impactful recruitment strategies.
- Lead the development and delivery of an integrated marketing strategy that enhances Loughborough University's brand, profile and reputation across key stakeholder groups in the UK and overseas; articulating the University's distinctiveness—especially its global leadership in sport.
- Lead and deliver effective product marketing – informing programme development discussions based on market and audience insight and competitor positioning and ensuring that this is effectively communicated to target audiences.

##### **Leadership & People Management**

- Champion innovation and best practice across all marketing activity, fostering a creative, collaborative and high-performing culture.

- Inspire, motivate and support staff to deliver high-quality marketing business partnering for academic Schools.
- Build strong working relationships with Deans and School leadership teams to enable joint planning and aligned marketing priorities.
- Ensure all staff within the Marketing team receive appropriate management, training, development opportunities and support to optimise performance.

### **Operational Management**

- Implement annual operational plans aligned with strategic priorities.
- Ensure all marketing activity is underpinned by robust data and insight, drawing on market research, CRM intelligence, analytics and other evidence sources.
- Oversee the development of key digital systems—including the website and CRM—so they effectively support student recruitment and reputation building objectives.

### **Other**

- As a senior leader in the organisation, model institutional values and behaviours, and lead by example
- Deputise for the Director of Marketing and Advancement where appropriate

### **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 outlined in the document.

### **Organisational Responsibility**

Reports to the: Director of Marketing and Advancement

Direct Reports: 5 line reports who head up sub teams within the function

Budget Responsibilities: Total operating and pay budget of £3.6m

## Person Specification

Your application will be assessed based on the essential and desirable criteria listed below.

Applicants are strongly encouraged to explicitly demonstrate how they meet each essential (and desirable) criteria at the application stage. The criteria that you need to demonstrate in your application will be listed as Stage 1 in the table below.

Stages of assessment are as follows:

- 1 – Criteria measured within the Application
- 2 – Criteria measured at Test/Assessment Centre/Presentation
- 3 - Criteria measured at Interview

### Essential Criteria:

| Area                 | Criteria                                                                                                     | Stage   |
|----------------------|--------------------------------------------------------------------------------------------------------------|---------|
| Experience           | Extensive senior marketing leadership experience in large, complex organisations.                            | 1       |
|                      | Proven ability to create and deliver integrated marketing strategies with measurable outcomes.               | 1, 2, 3 |
|                      | Strong track record in major brand and reputation campaigns.                                                 | 1, 3    |
|                      | Significant experience in student recruitment marketing or managing complex customer journeys.               | 1       |
|                      | Successful leadership of high performing, multi disciplinary teams.                                          | 1       |
|                      | Experience managing digital marketing systems (e.g., websites, CRM platforms).                               | 1       |
|                      | Extensive experience of financial planning, budgeting/resource allocation and staff management               | 1       |
| Skills and abilities | Deep understanding of modern marketing practice, including digital, brand, creative and data driven methods. | 1, 2, 3 |
|                      | Strong customer insight, market research and evidence-based decision-making skills.                          | 1, 3    |
|                      | Excellent strategic planning and ability to translate vision into delivery.                                  | 1, 2, 3 |
|                      | Exceptional communication, influencing and senior stakeholder relationship skills.                           | 3       |
|                      | Ability to lead innovation and continuous improvement.                                                       | 3       |
|                      | Bold, creative thinking in tackling brand and marketing challenges.                                          | 1, 3    |

|                |                                                                                                   |     |
|----------------|---------------------------------------------------------------------------------------------------|-----|
|                | Ability to represent and champion the University's brand and values.                              | 3   |
| Qualifications | Degree or equivalent<br>Professional marketing qualification                                      | 1   |
| Other          | Uphold and actively contribute to the University's commitment to Equity, Diversity and Inclusion. | 1,3 |
|                | Commitment to an inclusive, supportive and high performing team culture.                          | 1   |

#### Desirable Criteria:

| Area                 | Criteria                                                                                    | Stage |
|----------------------|---------------------------------------------------------------------------------------------|-------|
| Experience           | Experience in higher education or similarly complex, international settings.                | 1, 3  |
|                      | Experience managing marketing across multiple regions, including international recruitment. | 3     |
|                      | Experience with advanced analytics, automation, or CRM innovations.                         | 1     |
| Skills and abilities | Understanding of UK and global student recruitment markets and policy.                      | 1, 3  |
|                      | Knowledge of brand development in mission driven organisations.                             | 3     |

## Conditions of Service

The appointment will be subject to the [University's Terms and Conditions of Employment](#) relevant to the job grade.

## Shared University Responsibilities

As a member of the Loughborough community, you are expected to:

- Take reasonable care of yourself, others and the environment, and to prevent harm by your acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Sustainability Policies & Procedures.
- Support and contribute to the University's commitment to Equity, Diversity, and Inclusion (EDI), while carrying out all duties in a way that respects these principles and upholds the right to free expression. Further information about EDI at Loughborough and our strategic aims is available on our website.

## Our Purpose, Vision, and Values

Our purpose, Vision and Values underpin all that we do and shape how we work together at Loughborough.

We're proud to promote our values: **Adventurous**, **Collaborative**, **Creative**, **Authentic** and **Responsible**. Our people bring these values to life every day, and they are central to the positive and supportive culture that makes Loughborough unique.

If you join us, you'll be encouraged to bring these values to life in your own work and contribute to the positive, supportive culture that makes Loughborough unique.

Read more about our [vision and values](#).

## Our Accreditations



We 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 career.



We are proud to be a [Race Equality Charter Member](#). The Charter aims to improve the representation, progression and success of all minority ethnic staff and students within higher education and address issues of racism within higher education institutions (HEIs).



We are proud to be a Disability Confident Employer and have adopted a proactive approach to employing disabled people and to creating a more diverse workforce. We ensure that our recruitment processes are inclusive and accessible. We guarantee to offer an interview to all applicants who have declared a disability, provided that the essential criteria for the role are met. We proactively anticipate and provide reasonable adjustments and support existing employees who acquire a disability or long-term condition to thrive in the workplace.



We are a real living wage employer, and our Living Wage Employer Mark shows our commitment to paying our staff according to the cost of living.



We are proud supporters of the [City of Sanctuary movement](#) and delighted to be recognised as a University of Sanctuary. This national network brings together, university staff, lecturers, academics, and students, who together work to make Higher Education institutions places of safety, solidarity and empowerment for people seeking sanctuary.

**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.**