

MARKETING CAMPAIGNS MANAGER (PRODUCT)

Job Ref: REQ260616

Job Description

Job Grade: Management & Specialist Grade 6

Job Purpose

Develop and deliver School marketing and communication plans to support Loughborough University's strategic objectives and priorities and the wider University's overarching marketing and recruitment strategies. The post-holder will operationally manage, implement and monitor multiple student recruitment campaigns and projects to enhance School profiles and the University's reputation as a high-quality first choice destination in both the UK and overseas.

As part of the Marketing and Advancement team the post will report into the Strategic Marketing Business Partner for Student Recruitment and Experience and work closely and collaboratively with Heads of Operations and other school colleagues to deliver a flexible and innovative approach across the broad spectrum of marketing and communications, whilst ensuring compliance with the University's brand and relevant legislation such as GDPR and CMA.

Job Duties Planning/Intelligence

- Lead the development and implementation of undergraduate and postgraduate recruitment and conversion plans/campaigns, ensuring that these are informed by University and School strategies and aligned with central plans and campaigns.
- Set clear campaign objectives and measurements of success. Report back regularly on performance and use data to assist future decisions and make refinements to activity as needed to drive applications and conversions.
- Utilise and undertake market research and evaluation in conjunction with the Market Insight team where required, including competitor analysis and market scanning to support decision-making and identify new opportunities for the schools.

Marketing Communications

- Utilising University print/web designers and web content developers, to create, write and coordinate production of all School marketing communications in line with the Schools and University-wide branding.
- For individual markets, and informed by relevant market research, create suitable recruitment marketing and conversion tactics using appropriate media.
- Work with the wider Strategic Marketing team on developing content plans in line with central campaigns and be responsible for generating ongoing new and interactive digital content for marketing campaigns. Undertake regular content audits to identify gaps and consider alternative methods of distributing and showcasing content.

- In conjunction with the wider Marketing and Advancement team, create and deliver an effective conversion contact strategy through the CRM system.
- Oversee the maintenance and continual development of the school websites in conjunction with teams across Marketing and Advancement.
- Take a lead on managing the School/Department social channels and ensure that they are utilised fully.
- In conjunction with the PR team, encourage the engagement of academic colleagues and the growth of media coverage for PR opportunities, fully maximising the use of news stories across the schools.
- Contribute to the collation of the prospectuses to ensure consistency of messaging and maximise effectiveness of content.
- Oversee the organisation of key recruitment events including University open days, coordinating the production of marketing materials where relevant.
- Where relevant, represent Schools and the University on visits to external organisations and events.

Internal Marketing

- Provide guidance, advice and updates to schools on matters relating to marketing ensuring that the University's marketing objectives are achieved, and professional brand standards and key messages are maintained.
- Where appropriate, provide 'marketing update' presentations and regular reports on the performance of activities to relevant teams across the University.

Working with other Departments

- The role holder will demonstrate excellent interpersonal and influencing skills, with the ability to engage confidently with stakeholders at all levels, often balancing competing priorities and perspectives.
- The role holder will build and develop effective working relationships with colleagues across the schools and within Marketing and Advancement, including ongoing liaison with other Marketing Campaign Managers to share best practice.
- The role will work closely with colleagues in a variety of different departments including School and College Liaison, Admissions, Events, Global Engagement, Careers Network and Student Services.

Other

- Ensure compliance with relevant legislation such as GDPR and CMA.
- Effectively plan and manage annual marketing related budgets.
- As part of Marketing and Advancement, the post may be required to work on wider projects at University level.

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 Strategic Marketing Business Partner for Student Recruitment and Experience who reports into the Assistant Head of Strategic Marketing, Planning Lead.

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	Developing and delivering multi-channelled marketing and communication plans and campaigns within budget and time constraints	1,2,3
	Experience of working in a broad-based marketing role including campaign management, writing/editing/working with print, web and digital, and event organisation	1,3
	Experience of various market research and evaluation techniques, including analysis	1,3
	Previous experience of working as part of a team	1,3
	Digital marketing experience including organic, paid search, paid social, and use of new digital technologies	1,3
Skills and abilities	Excellent organisational, interpersonal and negotiating/communication skills	1,3
	Strong copywriting and proof-reading skills	1,2,3
	Building and maintaining strong, effective relationships with a wide range of internal and external stakeholders.	1,3
	Ability to prioritise own workload, use initiative and manage multiple deadlines	1,3
	Self-motivated, enthusiastic, adaptable and creative	1,3
	Excellent attention to detail	1,2,3
	Customer-focused approach and results driven	1,3
	Word processing, spreadsheet and presentation software (e.g. PowerPoint) skills	1,2,3
	Able to establish personal credibility and influence others at all levels in the University	1,3
	Creative outlook and innovative approach to problem-solving	3
Training	A willingness to undertake further training as appropriate and to adopt new procedures as and when required	3
Qualifications	Degree or equivalent experience	1
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: are skills, experience and competencies that are additional extras that may be used to narrow the pool down if we receive a high volume of applications all meeting the essential criteria.

Area	Criteria	Stage
Experience	Experience of working with the media	1,3
	Experience of working in Higher Education	1,3
	Experience of supervising staff and managing budgets	1,3
Qualifications	Further marketing qualification such as CIM and digital marketing qualifications or above	1,3
	Professional membership of a relevant professional body (CIM, HELOA, etc)	1
Skills and abilities	Knowledge of new media/web technologies	1,3

Conditions of Service

The appointment will be subject to the University's normal [Terms and Conditions of Employment](#) for Academic and Related staff/Operational and Administrative staff.

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://www.lboro.ac.uk/equity-diversity-inclusion/>

Informal Enquiries

Informal enquiries should be made to Paddy McConway by email: P.McConway@lboro.ac.uk

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.