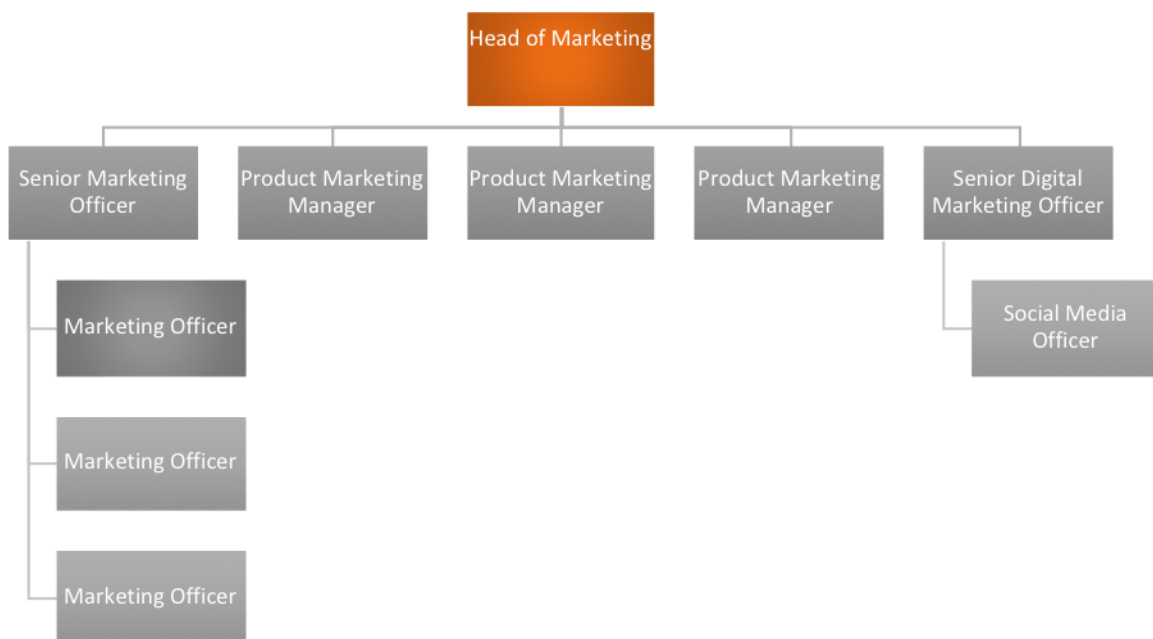


JOB DESCRIPTION

NOTE This job description does not form part of the employee's contract of employment but is provided for guidance. The precise duties and responsibilities of any job may be expected to change over time. Job Holders should be consulted over any proposed changes to this job description before implementation.

JOB TITLE: Product Marketing Manager

REPORTS TO: Head of Marketing



GRADE: NG7

Purpose:

To design and execute a results-based marketing and communications plan to provide a robust framework for University income generation and for underpinning focused marketing campaigns. The postholder will be expected to contribute to the development and updating of the University's marketing strategy, supporting the achievement of the University's strategic goals. They will co-ordinate every element of the product mix and be the customer champion for the product, ensuring product health and growth. The role will analyse product success, cost per lead, ROI and incorporate insights into future product planning.

Principal Accountabilities:

1. Lead on the sourcing of market insight to establish market need and Westminster differentiators, together with competitor positioning and pricing to support the development of new products.
2. Take ownership of all the component proposition parts (product and competitor insight, customer research, pricing, brand, creative, PR, CRM and conversion strategies) to market the University's portfolio of products (undergraduate, postgraduate, professional, short courses and other products as they emerge).
3. Working with the Senior Marketing Officer and Senior Digital Marketing Officer, design and implement a plan for promotion and communication of Westminster's strengths and service propositions to target University income generation and to underpin focused marketing campaigns. Design and deliver targeted marketing campaigns for key audiences to build awareness and interest, with calls to action, which lead to the achievement of defined income generation targets.
4. Establish measurable performance indicators for return on marketing investment, ensuring that metrics associated with marketing campaigns are captured, analysed and used to inform and refine future campaigns and to drive improvements in return on investment
5. Work with Planning and Performance and Admissions to refine targeting and enhance marketing activity and marketing plans proactively (both at the start of and throughout the recruitment cycle)
6. Manage the internal and external professional partnerships for digital marketing and for the design and production of collateral in print and digital formats, delegating the logistics/operational tasks to marketing officers
7. Manage the collection and analysis of client feedback for services, ensuring that it is used to inform continuous improvement of processes and systems
8. Advise on and monitor the tactical delivery of the marketing plans in particular providing accurate and timely reports and briefings to stakeholders on the health of the product using appropriate templates and/or adapting reporting for audience and purpose
9. Maintain effective working relationships through regular communication and information exchange across all colleges and schools, and Professional Services departments. This will include working to create a single source of information about the postholder's product portfolio, ensuring that any communications produced are brand compliant
11. In addition to the responsibilities listed above, the postholder may be required to perform other duties as required by the Head of Marketing.

CONTEXT

The Produce Marketing Manager is part of the University Marketing team.

The Marketing team is expected to maximise our student recruitment campaigns and brand profile to support the delivery of the University's strategy on income generating activities. The role will ensure that marketing campaigns are fully integrated across all communication channels and departments within the University to strengthen the co-ordination of our marketing activity.

The team is managed within the Marketing and Communications directorate in Professional Services, which ensures a consistent, coherent, value for money and impactful approach to marketing communications supporting income generation through brand development, reputation management, student recruitment and corporate positioning.

The University requires all postholders to have an understanding of individual health and safety responsibilities and an awareness of the risks in the work environment, together with their potential impact on both individual work and that of others.

DIMENSIONS

The Product Marketing Manager post works in the University's Marketing Team. The postholder will be expected to foster cross-team project working and to deliver a culture of sharing knowledge and information.

Staffing: This postholder has no line management responsibility.

Budgets: Non-pay budgetary responsibility.

KEY RELATIONSHIPS

- Head of Marketing
- Marketing team
- Market Insight Manager
- Head of Admissions
- Head of Creative
- Head of Communications
- Senior Published Information Officer
- College/School Executive Groups eg. Dean, Heads of Departments, Faculty Registrar etc
- Relevant Professional Services Managers from other Departments
- External agencies providing bought-in services to the University

PERSON SPECIFICATION

	Essential criteria	Desirable Criteria
Qualifications	<ul style="list-style-type: none"> • A relevant first degree, preferably in business/marketing, or equivalent practical experience that demonstrates relevant levels of knowledge and skills. • A relevant professional qualification or CPD programme completion and working towards membership of a relevant professional body eg. CIM or CAM. 	<ul style="list-style-type: none"> • Professional qualifications in sales management/ marketing/ CRM/ product management • Membership of a relevant professional body eg. CIM or CAM.
Training and Experience	<ul style="list-style-type: none"> • Demonstrable experience of working in a marketing or sales conversion environment, including identifying and evaluating market opportunities and assessing against competitor activity. • Demonstrable experience of producing marketing plans. • Clear evidence of either leading or playing a key part in metric driven growth based on detailed insight and analysis. • Proven experience of understanding insight and research data to drive brand and product improvements across all key metrics. • Proven experience of conducting post-campaign analysis including cost per lead and ROI and articulate a reason for continued or initial investment. • Proven experience of implementing conceptual and strategic thinking in a product marketing context. • Demonstrable experience of planning and resourcing marketing and promotional campaigns in a professional environment. • Proven understanding of working with an electronic delivery platform for customer relationship management (CRM). • Strong copywriting, editing and proofreading skills (on and offline channels). • Project management skills, as applied to managing multiple projects/events. • Experience of monitoring and managing budgets. • Established IT skills including 	<ul style="list-style-type: none"> • Good knowledge of University structures, UK Government policies in education, external agency and legislative requirements, and the international operating environment. • Strategic ability to design courses/ campaigns that deliver trackable results. • Knowledge of web editing software • Experience of developing marketing plans with an international perspective, taking account of differences in cultural perspectives. • Evidence of working with the customer relationship management (CRM) tool Azorus. • Competence with corporate management databases e.g. Finance and Human Resources systems, with employee self-access. • Experience of developing and managing networks. • Experience of one or more of Westminster's key country markets (UK/EU/OS). • Experience of leading a team to deliver specific institution or business services and initiatives without direct line management responsibility for all members.

	<p>knowledge of a range of office packages on PC or Mac</p> <ul style="list-style-type: none"> • Excellent communication skills including written English and good telephone manner • Experience of drafting formal documents including business reports, presentations and guidance documents for public and internal consumption. • Confident at communicating with people at all levels i.e. building effective relationships; facilitating discussions with individuals and groups in a multi-cultural environment. 	
Aptitude and abilities	<ul style="list-style-type: none"> • Demonstrate the ability to work effectively as a member of a team, to high professional standard and tight deadlines. • Comfortable working with statistical information e.g. collating and interpreting information from a range of sources. • Ability to think and act at University level, whilst ensuring that local services are effectively delivered. • Ability to work under pressure to tight deadlines while applying quality standards to all tasks and ensuring that nothing is overlooked. • Ability to work flexibly by taking account of new information or changed circumstances and modifying understanding of a problem or situation accordingly. • Ability to deliver conflicting priorities and challenging workloads by maintaining focus on agreed objectives and deliverables whatever the circumstances and monitoring progress against targets. • Ability to work on own initiative, and as part of a team. 	<ul style="list-style-type: none"> • Personal and political ability to balance being able to advise and influence in a non-confrontational and non-directive but assertive manner. • Ability to deal sensitively, patiently and diplomatically with complex and emotionally charged situations.
Personal Attributes	<ul style="list-style-type: none"> • Fully committed to contributing to a stimulating learning and working environment, which is supportive and fair, based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable. • Efficient and reliable 	

	<ul style="list-style-type: none"> • Comfortable with working in a team and individually on a discrete portfolio of work • Committed to self-development. • Integrity and independence of judgement • Adaptability and the flexibility to be responsive to new ways of working. 	
Other	<ul style="list-style-type: none"> • Willingness to work long hours on occasion and undertake overnight stays, occasional weekend working and international travel. 	