

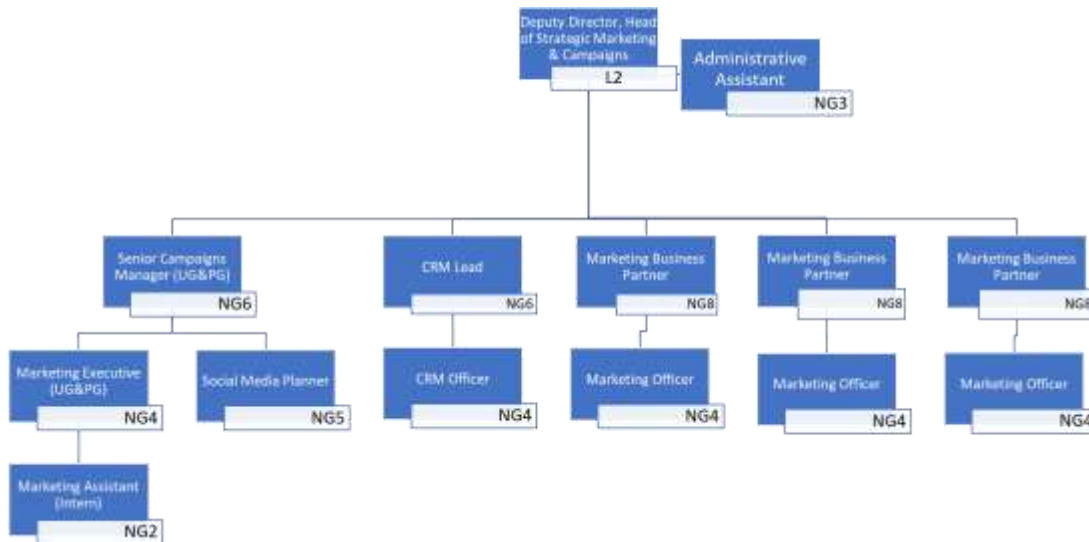
Job Description

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: Deputy Director, Head of Strategic Marketing & Campaigns

REPORTS TO:

Director Marketing, Communications and Development



GRADE: L2

PURPOSE:

1. To design, shape and lead the strategy for an integrated school and corporate marketing and campaigns team, deploying an annual programme of work to deliver the marketing and campaign objectives with strategic intent and identifying and planning tactical opportunities which are fundamental to driving purposeful engagement with the University's Being Westminster 2023 Vision. To deputise for the Director of Marketing, Communications & Development - internally and externally (including attendance at CEGs and CRIC; Recruitment and Admissions Steering Group).

PRINCIPAL ACCOUNTABILITIES:

1. Leadership responsibility across four key areas:
 - Deputy Director of the (MCD) function's SMT;
 - Leading the University's strategic marketing and campaigns team of 14 staff including:
 - College Marketing
 - UG and PGT Recruitment Marketing
 - Campaigns
 - Social Media
 - CRM
 - Manage the contracts for all media planners and buyers;
 - Deputise for the Director of Marketing, Communications & Development internally and externally
2. Provide long term, strategic counsel to the Vice-Chancellor, the Deputy-Vice Chancellors; Global Engagement and senior academics and professional services colleagues on major flagship marketing and campaign activity and brand involvement for the UK campuses.
3. Provide consolidated marketing reports on campaign strategy performance to UEB and the wider leadership team across the University. Report to UEB and Heads of Schools campaign evaluation of results for all spend on marketing activity and campaigns and be accountable for reporting on ROI targets.
4. Support the Director of Marketing, Communications and Development in planning and managing the annual budget process and ensuring all Functional budgets and forecasts are updated and managed on a monthly basis so the function delivers activities to budget. Set and monitor KPI's for the department's performance and activities and enable the department to deliver the best possible professional marketing service to colleagues across the institution.
5. Develop and approve, on an annual basis, colleges' marketing and communication strategies for student recruitment and profile. Lead the Marketing Business Partner team, ensuring all Colleges and schools are supported with a bespoke marketing plan and messages document, for syndication across the entire communications function. Ensure each school has a set of programme analysis data to ensure they are can market their courses and academics to maximise the attraction of high-quality prospects.
6. Plan, spend, monitor and report on the annual programme and operational budget of up to £1.6m annually to ensure expenditure provides return, value and quality. Ensure accuracy of budget vs. forecast and ROI is appropriately reported at quarterly intervals.
7. Support the Director of Marketing, Communications and Development in planning and managing the annual budget process and ensuring all Functional budgets and forecasts are updated and managed on a monthly basis so the

function delivers activities to budget. Set and monitor KPI's for the department's performance and activities and enable the department to deliver the best possible professional marketing service to colleagues across the institution.

8. Develop and approve all analysis and data provided to the University Programme Board in support of key academic decisions concerning the University's academic programmes. Provide strategic analysis and competitor insight to the University CRIC on new academic programme development to enable the Board to make informed decisions.
9. Identify, segment and define the key audiences and stakeholders which the University needs to reach (in conjunction with the senior UoW and GRA management team) oversee the relationship management and targeting to key audiences. Lead on marketing campaigns, ensuring strategic integration between specialist suppliers, and between MCD and GRA teams following the student journey. Facilitate across the key recruitment teams within professional services and the schools to ensure that all the teams are working to a common plan to deliver objectives.
10. Deliver the UG, PGT and Clearing marketing and recruitment campaigns. Lead the planning and strategy for the corporate and school level prospect recruitment and brand activity. Ensure KPIs are monitored and conversion targets for each delivery area are met and reported on.
11. Ensure the capacity and capability across the Marketing & Campaigns match the growing demand for strategic marketing and campaigns advice and delivery to ensure the University is best placed to meet challenging student recruitment targets.
12. Be the University brand custodian for the UK campuses. Ensure advice and strategy to ensure protection of our brand is provided and positive association and awareness is maximised. Lead and advise on potential and existing partnerships and commercial opportunities to promote brand awareness.
13. Review and approve media schedules provided by media planner, ensuring good value for money and strong ROI on media investment. Develop and approve the programme analysis for each College and their Departments to ensure marketing advice and strategic plans are evidence based, effective and competitive, including sound market segmentation.
14. Build a professional framework of specialist resources to ensure the function is positioned to handle reactive and proactive marketing issues as required in the UK. In addition to the responsibilities listed above, the postholder may be required to perform other duties as required by the Head of Strategic Marketing & Campaigns.

15. Be an ambassador for the Marketing, Communication and Development function, always working constructively, positively and collaboratively with colleagues and stakeholders, and to undertake any other duties as appropriate and as required by the Director of Marketing, Communications & Development from time to time.

CONTEXT:

The Deputy Director, Head of Strategic Marketing & Campaigns, plays a critical role in ensuring the development and amplification of the University of Westminster brand. The Strategic Marketing and Campaigns team enables academic experts in Colleges to identify the opportunities to reach out to new and existing audiences, and at a Corporate level they ensure the University is on the map and enticing for future students and external stakeholders. The financial future of the University is dependent on the ability to attract, recruit and retain students and supporters, and so the Head of Strategic Marketing and Campaigns is vital to the longevity of the institution.

DIMENSIONS:

The Deputy Director, Head of Strategic Marketing & Campaigns retains substantial leadership responsibility of the effectiveness of the M,C&D SMT, in conjunction with their responsibilities for Strategic Marketing and Campaigns. Much of the work of this team shapes the activities of the other departments in the function and sets the tone for the brand reputation of the University of Westminster. Additionally, the post holder retains a key relationship with the VC, UEB and Senior Academics, providing strategic counsel on major flagship marketing and campaign activity and brand evolution. The role holder is responsible for 15 Marketing professionals who deliver across four specialist areas. The role has an important part to play in ensuring strategic integration between specialist suppliers, and between Marketing, Communications & Development and Global Recruitment & Admissions Teams, as well as facilitating progressive marketing plans across the Professional Services to ensure that all the teams are working to a common plan to deliver objectives. It is responsible for a budget of approximately £1.6m and ensuring the accuracy of budget vs. forecast, and that ROI is appropriately reported.

KEY RELATIONSHIPS:

Director Marketing, Communications and Development
Marketing, Communications and Development Senior Management Team and staff
Vice Chancellor
Members of the UEB
Head of Functions, particularly Student Services, HR, Legal, Global Recruitment & Admissions, including the Recruitment and Admissions Steering Groups
Heads of Colleges and Schools
Associate Profs for Teaching & Learning and Diversity and Inclusion
University Programme Board
Marketing Insight Manager
External Stakeholders and Agencies

PERSON SPECIFICATION

	Essential	Desirable
QUALIFICATIONS	Relevant first degree or equivalent practical experience that demonstrates relevant levels of knowledge and skills.	
	Professional CIM qualification in addition to CIM membership.	
	Evidence of ongoing CPD	
TRAINING AND EXPERIENCE	Substantial experience of leading large, multi-disciplinary marketing teams with multiple stakeholders and substantial budgets.	
	A brand strategist with a proven track record in developing visual identities and brand guidelines for Government and the public sector.	
	A proven track record of delivering in Marketing planning, strategy, creative development and integrated media campaigns.	
	Used to working under pressure and driving communication and marketing campaigns which achieve aims and objectives simultaneously.	
	Experience in leading research and insight development, using the findings to develop evidence based recommendations.	
	Experienced in planning and implementing digital marketing metrics to show impact and ROI.	
	Demonstrable experience of contract management and procurement including OJEU tender process.	
	Confident, focused and agile financial management	

	and budget accountability for multi-million pound campaign activity.	
	In tune with the UK and International HE sectors; the political and business context the University operates in; and outstanding strategic marketing and brand expertise in this context. A proven track record in building an organisations' profile, reputation and brand internationally and nationally. Experienced in research marketing, communications and engagement in the Higher Education environment.	
	Retains a fully integrated mix of communications disciplines including stakeholder management, strategy and planning ability, campaigns and media planning, media metrics and evaluation, project planning in a research environment.	
	Experienced in the deployment of experiential marketing and event and partnership marketing.	
	Experience of drafting formal documents including business reports, presentations and guidance documents for public and internal consumption.	
	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.	
APTITUDES AND ABILITIES	Inter-personal and stakeholder management skills with an ability to influence, persuade and	

	<p>motivate. An assured talent for building contacts, networks and relationships and an ability to influence key stakeholders at all levels internally and externally. A proven track record of winning trust and confidence at Board and CEO-level through sound judgement.</p>	
	<p>Outstanding communication and engagement skills demonstrated through creative presentation, verbal and written content productions which are used to shape creative and media briefs for complex, high profile campaigns. Ability to copy-write for advertising and good working knowledge of PR.</p>	
	<p>Effective and collaborative leadership and people management skills.</p>	
	<p>Planning, delivering and leading on the implementation of multi media campaigns, people recruitment and brand awareness.</p>	
	<p>Insight and market research knowledge and expertise with the ability to analyse highly complex data, run focus groups, produce insightful and actionable reports, and measure ROI and impact. To understand the process for data extrapolation to inform audience segmentation modelling and profiles</p>	
	<p>Implement integrated digital eco-systems, tools and platforms, including social media.</p>	
	<p>Able to lead team and stakeholders through organizational and business change, establishing new systems, dependencies and processes where required.</p>	

	Desire and ability to build a strong reputation for the University of Westminster's Marketing prowess within network of other HE institutions' Marketing functions.	
PERSONAL ATTRIBUTES	Proactive, creative and a high level of initiative	
	Strong corporate values, accountability and propriety	
	Self-motivated and confident leader – with clear, rational and evidenced decision making.	
	Outstanding inter-personal and stakeholder management skills – ability to influence, enthuse and persuade	
	Confidence to build clear consensus, challenge appropriately, and influence	
	Fully committed to creating 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.	
OTHER	Willingness to work long hours on occasion and undertake overnight stays, occasional weekend working and international travel.	