1. Advertisement

**Post Title:** Marketing Manager  
**School/department:** External Relations  
**Hours:** Requests for flexible working options will be considered (subject to business need) up to 1 FTE. If you would like to discuss flexible working options, please contact Katy Hiles, Head of Marketing.  
**Contract:** fixed term until 31 July 2021  
**Reference:** 1959  
**Salary:** starting at £33,797 and rising to £40,322 per annum  
**Closing date:** 02 October 2019. Applications must be received by midnight of the closing date.  
**Expected interview date:** 23 October 2019  
**Expected start date:** 23 November 2019

The University is seeking to appoint an experienced, creative and dynamic marketing professional to the role of Marketing Manager within the Division of External Relations.  

You’ll be able to deliver and implement an evidence-based approach to developing strategy and delivering marketing plans for academic schools within the University.  

You’ll have a good understanding of the challenges and opportunities for student recruitment across a range of subject areas and be able to clearly identify and prioritise marketing activities which can support academic Schools in increasing student numbers in target areas.  

Excellent communication skills and a flexible and initiative approach will ensure that you can build and maintain relationships across a diverse range of stakeholders.  

A recognised qualification in marketing and an understanding of the higher education sector are desirable.

*The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.*
2. The School / Division

The Professional Services comprise approximately 650 staff across eleven main divisions. The budget is approximately £12m a year. In addition, trading activities for residences and other campus services have a turnover of £17m a year.

The University’s professional services also include the Finance Division, with the Director of Finance reporting to the Vice-Chancellor.

The professional services support within each of the eleven Schools of Studies is headed by a School Administrator who reports to their Head of School.

Division of External Relations

The External Relations division is responsible for enhancing the reputation of the University, ensuring the institution’s vision and features are promoted and understood by a range of stakeholders including prospective and current students, alumni, supporters, media, staff, government, business and the public. The division promotes the achievements of students, academics and researchers, as well as professional staff, and communicates the University’s education and research offering as well as major developments related to the institution. It works with colleagues across the University to help maintain Sussex’s reputation as a world-class, innovative institution striving for a better world.

The Marketing Team

The Marketing Team has a student recruitment remit. The team takes an evidence-based approach to marketing strategy and delivery. The team comprises Overarching and Academic School Marketing, Market Research and CRM. The team is responsible for devising and delivering marketing strategy and activities to reach targeted markets. It works closely with other teams in the Division and colleagues across the University to support the Schools of the University and to promote the University.

3. Job Description

UNIVERSITY OF SUSSEX

Job Description for the post of: Marketing Manager

Department: Marketing
Section / Unit / School: Division of External Relations
Location: Amex Community Stadium, Falmer
Grade: 7
Responsible to: Senior Marketing Manager
Responsible for: Marketing Officer (Grade 5)

Purpose of the post:
To devise, implement and evaluate marketing strategy and operational marketing plans and provide effective marketing support for the University of Sussex and its Academic Schools. He or she will line manage and direct the work of Marketing Officers so that operational plans are implemented on time. The post holder will be responsible to the Senior Marketing Manager for the delivery of agreed marketing objectives and will be line-managed by the Senior Marketing Manager. He/she will work closely with staff within Student Recruitment and Marketing, the Schools and with colleagues within Communications, Admissions and other professional services.

**KEY WORKING RELATIONSHIPS**

Head of Marketing, Senior Marketing Manager, Senior Market Researcher, Senior CRM Manager, Marketing Managers, Market Research Officer, Marketing Officers, Market Research Assistant, Social Media Manager, Head of UG Recruitment, Head of International Recruitment, Director of External Relations, Director of Student Recruitment, Admissions and International Development Heads of School, Professional Services staff, including Student Recruitment and Marketing staff.

**MAIN DUTIES**

**To work with the Head of Marketing and the Senior Marketing Manager to develop the University’s marketing strategy**

- Manage the development of data and insight packs for the University of Sussex and Academic Schools to provide the foundation for an evidence based approach to marketing for student recruitment.
- To work with the Senior Marketing Manager to develop a communications and marketing strategy and annual operating plan in support of School marketing priorities. This should be undertaken within the context of wider University strategies and policies.
- To promote and support a marketing and communications oriented culture and increase marketing understanding and capability within the Schools through effective communication, dissemination of best practice and/or staff development activities.
- To manage the interface between the School, Marketing and International Office, and External Relations in a proactive and productive fashion.
- To work with different Schools on a project basis and help define and meet marketing objectives determined by the key strategic priorities of the University.
- To represent the needs and interests of the Schools within the Division of External Relations and provide a 'voice' for the Schools in wider marketing planning and policy discussions.
- To liaise with the Digital and Creative Media team to ensure consistent brand messages and keep up to date with brand developments.
- To work with the Head of Marketing to prioritise and develop reputation-building and brand awareness-raising campaigns for the University and Academic Schools.
- To ensure that University communications and marketing policies and initiatives are understood and implemented at School level.
- To remain up to date with the latest marketing and communications developments, including the use of new technologies, and best practice elsewhere in the sector.
- The post-holder will be responsible for managing and overseeing the implementation of key University-wide marketing projects, as identified by the Head of Marketing,
Senior Marketing Manager and the Director of External Relations. These could include projects, such as development of video footage for online marketing and campaigns managed through the University's Customer Relationship Management System, the Contact Strategy with applicants and prospective applicants, integrated marketing and communications brand awareness raising campaigns, organisation of large scale University-wide events, etc.

- The post-holder will be part of a wider University Marketing Team, working closely with the Senior Market Researcher, Market Research Officer, Academic Schools and Marketing Managers to identify and share best practice, and opportunities for synergies across School marketing activities.

To line manage Marketing Officers

- To line manage Marketing Officers (currently one Grade 5 staff member per manager) within the team, providing day to day support and direction to ensure that campaigns and activities are delivered effectively and on time.
- To maintain a good overview of their workload so that priorities are clear and their workload is achievable.
- To liaise with other Marketing Managers to ensure that the work of Marketing Officers is well co-ordinated and delivering agreed School and University marketing strategies.
- To manage the on-going performance of Marketing Officers through regular meetings, clear briefs and communication.
- Under direction of the Senior Marketing Manager conduct the annual appraisal of Marketing Officers, agreeing objectives and necessary training to meet standards and priorities required.
- Monitor Marketing Officers’ Annual Appraisal Agreements through quarterly reviews to ensure that objectives and training needs are being delivered.

To advise on, approve and commission marketing materials and activities

- To develop marketing campaigns and activities in support of agreed objectives and line manage and brief Marketing Officers so that these campaigns are effectively implemented and evaluated and outcomes are reported to key stakeholders.
- To develop or approve appropriate and relevant publications and other marketing materials for the School across both traditional and new media in line with the University’s brand identity guidelines.
- To advise the Schools on how to maximise their online presence for marketing and promotional purposes and to work with Digital and Creative Media and School staff to ensure priority external facing School web pages support the student journey.
- To develop marketing messages and content for the UG and PG prospectus and other priority platforms which support marketing strategies and enhance positioning within the market. To develop and advise on use of social media channels for marketing purposes.

To advise on and support the development of market intelligence

- To work with the Schools to develop an understanding of their existing markets and potential markets.
- To work with the Senior Market Research and Market Research team to identify the need for, and undertake as appropriate, market research to support University and School's marketing needs and prepare and present analyses.
To identify relevant existing marketing data (eg within Student and Academic Support, Admissions, International Recruitment or from the Market Research team) and make it available to stakeholders in a user-friendly format.

In conjunction with colleagues in UK Recruitment, International Recruitment, the Admissions Office and Marketing the post-holder will identify new market opportunities, or threats for designated Schools, at undergraduate, postgraduate and professional development level. They will develop and implement marketing projects based on this knowledge; working with the Head of UG Recruitment and Head of International Recruitment. The post may involve some travel both across the UK and overseas.

**To advise on and support advertising and PR activity for the University and Schools**

- The Marketing Manager will help and advise on advertising campaigns and on the merits of advertising opportunities as they arise. The post-holder will work with the Senior Marketing Manager and the Head of Marketing to ensure advertising meets University standards and is delivered through appointed advertising specialists for the University.
- To liaise with the Press and Internal communications team to ensure that they are made aware of newsworthy stories within the designated schools and support them, as appropriate, to communicate these effectively.

**To lead on marketing related events across the University**

- To encourage and co-ordinate best marketing practice across the University by providing support to staff through training, presentations, workshops and professional advice. Working with colleagues in other Professional Services to identify models of best practice for use in staff training exercises to raise general marketing expertise within the University, as required.
- To plan and support the organisation of student recruitment-related and other profile raising events within designated Schools.
- To participate in the delivery of Professional Services talks marketing the University.
- To share responsibility with the team for promoting the activity of the Marketing Team and the wider External Relations Division to the internal market – to ensure lines of communication both in and out of the Division are clear.
- Through agreement assist with Open Days and Admissions days run by other teams as and when required.

This Job Description sets out current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed.
## 4. Person Specification

### Student Recruitment Services Marketing Manager

#### EXPERIENCE

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<tr>
<th>Essential</th>
<th>Desirable</th>
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<tbody>
<tr>
<td><strong>Brand management experience</strong></td>
<td>X</td>
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<td><strong>Evidence of developing successful fully integrated cross-channel marketing campaigns</strong></td>
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<td><strong>Experience of digesting and commenting on market research report materials</strong></td>
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<tr>
<td><strong>Stakeholder management skills and experience</strong></td>
<td>X</td>
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<tr>
<td><strong>Evidence of success in project management, understands project management techniques, experience of planning, managing and delivering marketing related projects</strong></td>
<td>X</td>
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<td><strong>Copywriting skills for both print and online purposes, as well as a good understanding of how the web, social media and digital marketing can be effectively utilised for marketing and sales purposes</strong></td>
<td>X</td>
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<tr>
<td><strong>Experience of conducting or commissioning market research</strong></td>
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#### SKILLS/ABILITIES

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<tr>
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<tr>
<td><strong>Stakeholder management skills and experience</strong></td>
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<tr>
<td><strong>Ability to read and interpret data for the purposes of evidence-based marketing planning</strong></td>
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<td><strong>Ability to meet targets and deadlines and to manage priorities accordingly</strong></td>
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<td><strong>Ability to analyse and problem solve</strong></td>
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<td><strong>Aware of costs, and financial impact of marketing, and budget management skills</strong></td>
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<td><strong>Excellent verbal communication skills</strong></td>
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<td><strong>Excellent written communication skills, including editing, proofreading and report writing</strong></td>
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<tr>
<td><strong>Ability to meet targets and deadlines and to manage priorities accordingly</strong></td>
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<td><strong>Creative thinking skills, producing innovative ideas/solutions</strong></td>
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#### QUALIFICATIONS

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<tr>
<th>Essential</th>
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<tr>
<td><strong>Recognised qualification in marketing</strong></td>
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### KNOWLEDGE

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<th>Essential</th>
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<tr>
<td>Familiarity with CRM marketing and reporting systems</td>
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<td>Knowledge of CMA and ASA guidance and how it applies to marketing copy</td>
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<tr>
<td>An understanding of the higher education sector and an awareness of some of the key marketing challenges facing the sector</td>
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### PERSONAL ATTRIBUTES AND CIRCUMSTANCES

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<th>Essential</th>
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<tr>
<td>Ability to work cooperatively with others, builds and maintains effective collaborative professional relationships with internal and external individuals at all levels</td>
<td>X</td>
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<td>Self-motivated and able to motivate others</td>
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<td>Critical thinker and problem solver who makes data-informed decisions</td>
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<td>Committed to continuous improvement</td>
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<td>Confident and persuasive</td>
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Date: 6 December 2018