Student Recruitment and Marketing Division
Marketing Manager, (Permanent, part time)
Salary range: starting at £32,004 and rising to £38,183, per annum, pro rata
Closing date for applications: 27 October 2016
Expected interview date: 14 November 2016

Applications are invited for this part-time (50%), permanent post in the Student Recruitment and Marketing Division. Working days will be arranged to minimise gaps in service delivery.

We are seeking an experienced, creative and dynamic marketing professional to join the University of Sussex marketing team at an exciting time in the Higher Education sector.

With proven experience in Marketing and/or Student Recruitment you’ll be able to deliver and implement an evidence-based approach to developing strategy and 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 marketing priorities for growing academic Schools.

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 relevant degree or equivalent work experience is essential. A recognised qualification in marketing would be desirable, as would experience in the higher education sector.

Closing date for applications:
For full details and how to apply see www.sussex.ac.uk/jobs

The University of Sussex is committed to equality of opportunity

2. Senior leadership and management

The Vice-Chancellor (Professor Adam Tickell) is the senior academic officer and, as Chief Executive, is responsible to the University Council for management of the University. He is supported by an executive group which includes the three Pro-Vice-Chancellors, the Registrar and Secretary, the Director of Finance and the Director of Human Resources. The Heads of the Schools of Studies at Sussex report to the Pro-Vice-Chancellors.

The Registrar and Secretary heads the Professional Services of the University. In addition, under the University Statutes, the Registrar and Secretary is Secretary to the University Council. The Director of Finance reports to the Vice-Chancellor. The Director of ITS reports to the Registrar and Secretary, and the Librarian reports to one of the Pro-Vice-Chancellors.

3. Student Recruitment and Marketing

The Division of Student Recruitment and Marketing has a leading role in promoting the work of the University to external audiences as well as working closely with the University Schools to provide professional advice and guidance in the area of marketing and student recruitment.
The division is comprised of five teams:

Marketing
Undergraduate Student Recruitment
Postgraduate Student Recruitment
Digital and Creative Media
The International Office

The Marketing Team

The Marketing Team has a student recruitment remit. The team was established in 2010 and has conducted work to establish an evidence-base for marketing activity at Sussex. We develop marketing plans and delivery activity in appropriately targeted subject areas. The Marketing Team works closely with other teams and with the Communications and External Affairs Division to promote the University.

4. Job Description

UNIVERSITY OF SUSSEX

Job Description for the post of: Marketing Manager

Department Marketing
Section / Unit Student Recruitment and Marketing (SR&M)
Location North Stand, American Express Community Stadium, Falmer, Brighton – across the road from the University of Sussex Campus.
Grade 7
Responsible to Senior Marketing Manager
Responsible for Marketing Officer (Grade 5) - potentially

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. The Marketing Manager role includes potential line management responsibilities for the Marketing Officers. He/she will supervise 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 Responsibilities:

1. 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 and SR&M, Communications and Marketing 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 Student Recruitment and Marketing Division 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 SR&M. 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.

2. To line manage Marketing Officers

• To line manage Marketing Officers (currently one Grade 5 staff member per manager, this will depend on the number of Marketing Officers in post) 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.

3. **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 internet presence for marketing and promotional purposes and to assume editorial responsibility for top level, external facing School web pages in areas of strategic priority.
• The Marketing Manager should be familiar with the UG and PG prospectus and make sure the marketing messages tie in with the Schools' marketing strategies.
• To develop and advise on use of social media channels for marketing purposes.

4. **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 Researcher 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 (e.g. 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 UG 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.

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

• The Marketing Manager will help develop an advertising plan and policy for the University and advise School staff on the merits of advertising opportunities as they arise. The post-holder will work with the Senior Marketing Manager where appropriate, to lead on the appointment of advertising specialists for the designated Schools and be the point of liaison between the Schools, the University’s Procurement Office and other Professional Services Offices.
• 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.

6. **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 SR&M Division to the internal market – to ensure lines of communication both in and out of the Division are clear.
• To assist with Open Days and Admissions days run by SR&M 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.

5. **Person Specification**

**Student Recruitment and Marketing - Marketing Manager**

**SKILLS / ABILITIES**

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<tr>
<td>Ability to read and interpret data for the purposes of evidence-based marketing planning</td>
<td>X</td>
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<td>Strong IT skills</td>
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<td>Ability to meet targets and deadlines and to manage priorities accordingly</td>
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<td>Ability to analyse and problem solve</td>
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<td>Budget management skills</td>
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<td>Excellent verbal communication skills</td>
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<td>Excellent written communication skills, including editing, proof reading and report writing</td>
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<tr>
<td>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</td>
<td>X</td>
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<td>Accuracy and attention to detail</td>
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**KNOWLEDGE**

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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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<td>A knowledge of Project Management techniques, and experience of planning, managing and delivering marketing related projects on time</td>
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### EXPERIENCE

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<tr>
<td>Proven successful experience of working in a marketing role, including some or all of the activities detailed in the job description</td>
<td>X</td>
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<td>Evidence of developing successful marketing campaigns</td>
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<td>Experience of involvement in a successful digital marketing campaign using social media or digital marketing channels</td>
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<td>Experience of managing and motivating staff</td>
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<td>Experience of conducting or commissioning market research</td>
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### QUALIFICATIONS

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<tr>
<td>Relevant degree or equivalent work experience</td>
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<td>Recognised qualification in marketing</td>
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### PERSONAL ATTRIBUTES AND CIRCUMSTANCES

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<th>Essential</th>
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<tbody>
<tr>
<td>Ability to work cooperatively with others</td>
<td>X</td>
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<td>Ability to enthuse colleagues about new initiatives</td>
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<td>Self-motivated and able to motivate others</td>
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<td>Ability to plan and organise own workload</td>
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<td>Ability to work on own initiative</td>
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<td>Confident and persuasive</td>
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<td>Commitment to continuous improvement</td>
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