



1 Advertisement

Post Title: Senior Marketing Business Partner

School/department: Marketing in the Division of Communication, Marketing and Advancement

Hours: Full time (part time hours considered up to a minimum of 0.8 FTE).

Requests for [flexible working](#) options will be considered (subject to business need).

Hybrid working 50:50 working from office and home.

Contract: Permanent

Reference: 21104

Salary: starting at £45,585 to £54,395 per annum, pro rata if part time

Placed on: 14 August 2023

Closing date: 18 September 2023. Applications must be received by midnight of the closing date.

Expected interview date: To be confirmed

Expected start date: To be confirmed

Are you seeking to further your career in Marketing and communications in higher education?

As part of the Marketing team you will play a key role in helping maintain Sussex's reputation as a world-class, innovative institution striving for a better world.

The University of Sussex is seeking a Senior Marketing Business Partner to provide leadership and strategic direction for all Schools at the University of Sussex including the University of Sussex Business School. The postholder will deputise for the Associate Director of Strategic Marketing (to whom the postholder will be responsible to). You will manage the dedicated and experienced Schools Marketing Team and oversee the development and execution of localised marketing strategies for each School.

We're looking for a team player with strategic marketing and communications experience, and excellent stakeholder management skills. You will have a strong digital marketing background and take a customer journey focused approach to marketing and student recruitment.

Key working relationships include:

Associate Director of Strategic Marketing, Marketing Managers, Head of UK Recruitment, Head of International Recruitment, Heads and Deans of School, Directors of Recruitment and Admissions and key School faculty recruitment leads (Course Convenors and Admissions Tutors) as well Heads of Professional Services for Schools, Head of Admissions, Alumni Relations and Media Relations.

The Marketing Team is comprised of 22 staff with expertise in CRM, Market Research, Digital and Brand Marketing and Marketing planning and delivery.

This is an exciting time to join Sussex. We are a dynamic team, doing good and important work.

For full details and how to apply see our [vacancies page](#)

The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.

2. The School / Division

Professional Services comprises of 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.

Division of Communications, Marketing and Advancement

The Division of Communications, Marketing and Advancement 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 to achieve the impossible.

It's also responsible for meeting Undergraduate and Postgraduate yearly recruitment targets for a both a domestic and International audience.

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 is responsible for devising and delivering marketing strategy and activities to reach targeted markets via an evidence-led approach. 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.

Central to all our activities is a customer journey approach delivered predominately through digital channels (web content, SEO including SEO driven content and meta descriptions, google search, email, display as well as social media channels, third party listings sites).

3. Job Description

Job Description for the post of: Senior Business Partner for Schools Marketing

Department: Marketing

Section/Unit/School: Division of Communication, Marketing and Advancement

Location: University of Sussex Campus 50%, Home 50%

Grade: 8

Responsible to: Associate Director of Strategic Marketing

PRINCIPAL ACCOUNTABILITIES

1. Lead, manage, promote and maintain a high quality Professional Services department, engendering a culture of continuous improvement.
2. Ensure the delivery of outputs of Marketing for Schools.
3. Ensure compliance with all relevant legislation and University policies, interpreting the same and advising on their practical application.
4. Work in partnership with other key stakeholders to ensure seamless service.
5. To deputise and attend strategic institutional and school meetings as agreed with the Associate Director of Strategic Marketing.
6. To work with the Associate Director of Strategic Marketing, the Directors of Recruitment and Admissions for each school, the Communications team, UK and International Recruitment and Planning to develop a communications and marketing strategy and annual operating plan in support of all School marketing in line with the key strategic priorities of the University.
7. Work in partnership with the Online Distance Learning Team to ensure our Online Distance learning assets are delivered and are on brand.

KEY RESPONSIBILITIES

1. **Departmental Management and Leadership**
 - 1.1 Provide management and leadership to support recruitment targets and objectives for Schools
 - 1.2 Ensure the availability of resources to achieve targets and objectives including the selection, induction, performance management and development of all members of the department
 - 1.3 Ensure departmental understanding and application of operational standards are embedded in the departmental culture and methods of working

- 1.4 Support the development of others, providing training and coaching in area of Marketing
- 1.5 Foster an ethos of continuous improvement.

2. Service Delivery

- 2.1 Working within overall university policy and procedure, ensure the effective management of responsibilities in the area of marketing. Plan and allocate resources to support the achievement of departmental targets and objectives.
- 2.2 Ensure effective systems and procedures are in place to support the achievement of key performance targets for Marketing activity.
- 2.3 Contribute the development of departmental/functional strategic planning process
- 2.4 Ensure the delivery of improvements to systems and procedures to maintain effective service delivery for Schools' Marketing
- 2.5 Ensure appropriate records and documentation are maintained commensurate with policy and procedure
- 2.6 Provide reports and other communication media internally and externally as appropriate. To undertake analysis, interpretation and presentation of complex information to inform decisions related to Schools' Marketing
- 2.7 Identify critical issues when resolving problems particularly where there is complex or competing information and use university policy and objectives to make decisions.

3. Policy and Procedure

- 3.1 Based on a broad and deep set of knowledge and experience, interpret policy and procedure, providing advice on the application of policy as required
- 3.2 Contribute to the shaping of policy decisions and improvement in area of Marketing
- 3.3 Ensure appropriate governance is in place for marketing including GDPR, ASA and CMA compliance.

4. Customers and Stakeholders

- 4.1 Proactively work with internal and external stakeholders, colleagues or students to ensure the effective service delivery, initiate and develop relationships, providing data and information to inform decisions as necessary, showing appropriate sensitivity when needed
- 4.2 Persuade, influence and negotiate as appropriate to further the objectives of the University.

5. Main duties

- 5.1 To deputise and attend strategic institutional and school meetings as agreed with the Associate Director of Strategic Marketing
- 5.2 To understand the strategic objectives of nine Schools and develop marketing strategies alongside School Marketing Managers and the International Office to raise the profile of the University and support student recruitment objectives across nine Schools
- 5.3 Oversee the implementation and evaluation of School marketing strategies and operational marketing plans at key stages in the recruitment cycle, from awareness through to conversion work
- 5.4 Work with Schools and Market Research to develop the course portfolio across schools
- 5.5 To promote and support a digital-first, focused marketing and communications oriented culture and to increase marketing understanding and capability within the School through effective communication, dissemination of best practice and/or staff development activities
- 5.6 To line manage 5 School Marketing Managers and one ODL Marketing Manager (6 reports).

To carry out any other duties that are within the employee's skills and abilities whenever reasonably instructed.

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 level of responsibility entailed.

INDICATIVE PERFORMANCE CRITERIA

- Leading a team of 10 staff with 6 line reports
- Manage a budget to be disclosed at interview stage. Oversee the delivery of School specific marketing budgets.
- With other teams in the Division, support the achievement of School recruitment targets
- The post holder reports to the Associate Director of Strategic Marketing working under broad direction to enable the post holder to manage their own work and that of their team members, to achieve their agreed objectives. The role holder will play a key role as part of the Divisional leadership team in supporting the achievement of the strategic and operational goals of the University, Professional Services & their Division. The post holder is expected to work collaboratively across the University and with key stakeholders to deliver single team working that efficiently and effectively supports the achievement of those goals and objectives.
- Support achievement of compliance with all applicable statutory and regulatory compliance obligations, including (but not limited to): UKVI, Health & Safety, the Prevent Duty, data protection, Competition and Markets Authority requirements and equal opportunities, as appropriate to the grade and role. Additionally, to promote good practice in relation to University policy, procedure and guidance in relation to those compliance matters in respect of students, staff and other relevant parties.
- Balance effectiveness and cost-efficiency in the management of the budgets you are accountable for, demonstrating compliance with Value for Money and Return on Investment principles to support the University's strategic aim to achieve a world-class standard of teaching and research by managing our resources effectively and efficiently.

4. Person Specification

ESSENTIAL CRITERIA

1. Educated to degree level, or other equivalent qualification, or relevant level of experience, as appropriate to Marketing.
2. A detailed applied and theoretical knowledge and understanding of Marketing.
3. Effective management skills.
4. Well developed oral and written communication skills with the ability to present policy and procedure in a way that can be understood the audience.
5. Planning and organisational skills, including project management, with the ability to delegate to team members where appropriate.
6. Well developed interpersonal skills with the ability to effectively influence, persuade and negotiate in the area of Marketing, effectively contribute to team working to build and develop working relationships.
7. Analytical skills with the ability to generate effective solutions and make effective decisions including the ability to read and interpret data for the purposes of evidence-based marketing planning.
8. Proven experience of working in a marketing role at a senior level as well as digital marketing Experience across all channels.
9. Commitment to customer excellence.
10. Effective IT Skills on MS platform.

DESIRABLE CRITERIA

1. Knowledge of the Higher Education sector.
2. Evidence of conducting or commissioning market research
3. Recognised qualification in marketing