1 Advertisement

Post Title: Marketing Manager (Social Science Cluster)
School/department: Marketing in the Division of Communication, Marketing and Advancement
Hours: Full time or part time hours considered up to a maximum of 1fte. Requests for *flexible working* options will be considered (subject to business need).
Hybrid working 50:50 working from office and home.
Contract: Permanent
Reference: 6710
Salary: starting at £34,304 to £40,927 per annum
Placed on: 19 November 2021
Closing date: 13 December 2021. Applications must be received by midnight of the closing date.
Expected Interview date: TBC
Expected start date: ASAP

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

The University of Sussex is seeking an accomplished and creative thinker to Marketing Manager to devise, implement and evaluate marketing and PR strategy and operational marketing plans to provide effective marketing support for the University of Sussex Social Science cluster of Schools (School of Global Studies, School of Law, Politics and Sociology, School of Education and Social Work).

The post holder will be responsible to the Associate Director of Strategic Marketing for the delivery of agreed marketing objectives and will be line-managed by this post holder. He or she will line manage and direct the work of a Marketing Officer so that operational plans are implemented on time.

To join our existing Marketing team, we’re looking for a team player with marketing and PR management experience, excellent stakeholder management skills, with a digital first, evidence-led and customer journey focused approach to marketing. We’re looking for creative thinkers to make the most of our budgets.

Key working relationships include:
Head of Associate Director of Strategic Marketing, Senior Market Researcher, Marketing Managers, Head of UK Recruitment, Head of International Recruitment, Heads and Deans of Schools and other school staff, Head of Admissions, Alumni Relations as well as the Web Team Social Media Team, Media Relations and Prospectus Team. Director of Recruitment and Admissions and key School faculty recruitment leads (Course Convenors and Admissions Tutors).

The Marketing Team is comprised of 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.
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.

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 for a better world. It 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 and PR 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: Marketing Manager (Schools)

Department: Marketing

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

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

Grade: 7

Responsible to: Associate Director of Strategic Marketing

Key Responsibilities:

This role is responsible for planning, development and implementation of the Marketing and PR strategy for the Social Sciences cluster of Schools.

Main duties

1. Develop marketing strategies to raise the profile of the University (in relation to the Social Sciences cluster) as well as supporting student recruitment for the Social Science cluster of schools
2. Devise, implement and evaluate School marketing strategies and operational marketing plans at key stages through the recruitment cycle from awareness through to conversion.
3. To act as a key contact for Schools to access the services of other teams within the Division of Communication, Marketing and Advancement, to support profile raising and student recruitment including Alumni Relations, International Office, Recruitment Events Teams, Communications, Media Relations, PR, Social Media, prospectus and web content for the Schools.
4. To provide market intelligence to support the development of new course initiatives and provide competitor and market insight to academic schools.
5. To line manager a dedicated Marketing Officer assigned to this cluster of schools

1. Develop marketing strategies to raise the profile of the University (in relation to the Social Sciences cluster) as well as supporting student recruitment for the Social Science clusters of schools

- To work with the Associate Director of Strategic Marketing, the DoRA and the Communications team and UK and International recruitment to develop a communications and marketing strategy and annual operating plan in support of School marketing in line with the key strategic priorities of the University.
- To promote and support a digital-first, customer focused marketing and communications oriented culture to increase marketing understanding and capability within the Schools through effective communication, dissemination of best practice and/or staff development activities.
To work with the Associate Director of Strategic Marketing to prioritise and develop reputation-building and brand awareness-raising campaigns for the Academic Schools within the Social Sciences cluster. The post-holder will work closely with the Media Relations, Social Media and Web Team in raising the profile of the cluster of Social Science Schools.

To interrogate the customer journey from awareness and engagement to application and conversion to enrolment. The post-holder will work to support the Schools within the cluster to continually improve each part of the journey to maximise recruitment potential.

2. **Devise, implement and evaluate School marketing strategies and operational marketing plans at key stages through the recruitment cycle from awareness through to conversion**

   The post-holder will:
   - Play a key role in mapping the student customer journey for the cluster and implementing a clear strategy to optimise applications and conversions to accept our offer, through to enrolment at the University.
   - Understanding by subject area the best PR and Marketing strategies to improve the customer journey through a variety of digital first solutions. This includes paid advertising, content, CRM, SEO and web analytics.

3. **To act as a key contact for Schools to access the services of other teams within the Division of Communication, Marketing and Advancement, to support profile raising and student recruitment including Alumni Relations, International Office, Recruitment Events Teams, Communications, Media Relations, PR, Social Media, prospectus and web content for the Schools**

   The postholder will:
   - Represent the needs and interests of the cluster of Social Science Schools within the Division of Communication, Marketing and Advancement and provide a ‘voice’ for the schools in wider marketing planning and policy discussions.
   - Work closely with the academic Directors of Admissions and Recruitment within the Schools the post holder will act as a touch point to the rest of division to ensure marketing strategies are delivered. Key teams within the division are: Web, Prospectus, Admissions, UK and International recruitment, Media Relations teams.
   - Manage the interface between the School and the Division of Communications, Marketing and Advancement in a proactive and productive fashion, preparing an annual operational plan, and ensuring regular update reports are available to the Schools to assess progress.
• Ensure that University communications and marketing policies and initiatives are understood and implemented at School level.

• Liaise with Publications and Branding team to ensure consistent brand messages and keep up to date with brand developments.

• Be part of a wider University Marketing Team, working closely with the Market Research team, Academic Schools and Marketing Managers to identify and share best practice, and opportunities for synergies across School marketing activities.

• Remain up to date with the latest marketing and communications developments, technologies and sector developments.

• 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.

• Develop and advise on use of social media channels for marketing purposes.

4. To provide market intelligence to support the development of new course initiatives and provide competitor and market insight to academic schools.

The postholder will:

• Work with the Schools in the Social Science cluster to develop an understanding of their existing and potential markets. Working with the Market Research team, use industry data (such as HESA and UCAS) to suggest and support the development of new course initiatives and provide competitor and market insight to the academic schools within the Social Sciences cluster. Expert marketing opinion is required by the Portfolio Approval Committee.

• Work with the Senior Market Research and Market Research Officer to identify the need for, and undertake as appropriate, market research to support University and School's marketing needs and prepare and present analyses.

• 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, and postgraduate level. They will develop and implement digital first marketing projects based on this knowledge; working with the Head of UG Recruitment and Head of International Recruitment.

• Manage the development of data and insight packs for the cluster of Social Science Schools and to provide the foundation for an evidence based approach to marketing for student recruitment.
5. To line manager a dedicated Marketing Officer assigned to this cluster of schools

The postholder will:

- Line manage allocated 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.

- Maintain a good overview of their workload so that priorities are clear and their workload is achievable.

- Manage the on-going performance of Marketing Officers through regular meetings, clear briefs and communication.

- Under direction of the Associate Director of Strategic Marketing 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.

4. Person Specification

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<tr>
<th>Criteria</th>
<th>Essential</th>
<th>Desirable</th>
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<tr>
<td><strong>Qualifications, Knowledge and Experience</strong></td>
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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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<td>X</td>
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<tr>
<td>Proven experience of working in a marketing role, including 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>
<td>X</td>
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<td>Familiarity with the higher education sector</td>
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<td>Experience of managing and motivating a staff</td>
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<td>Experience of conducting or commissioning market research</td>
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<td>Ability to read and interpret data for the purposes of evidence-based marketing planning</td>
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<td>Strong IT skills</td>
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<td><strong>Planning and Organising</strong></td>
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<td>Ability to plan and organise own workload</td>
<td>X</td>
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<td>Ability to meet targets and deadlines and to manage</td>
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workload and priorities accordingly

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<tr>
<th>Ability to work on own initiative</th>
<th>X</th>
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**Problem Solving and Project Management**

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<th>Ability to analyse and problem solve</th>
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<tr>
<td>A knowledge of Project Management techniques, and experience of planning, managing and delivering marketing related projects on time</td>
<td>X</td>
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<td>Budget management skills</td>
<td>X</td>
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<td>Ability to work cooperatively with others</td>
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**Communicating and Influencing**

| Excellent verbal communication skills | X |
| Excellent written communication skills, including editing, proof reading and report writing | X |
| Ability to enthuse colleagues about new initiatives | X |

**Other Skills and Attributes**

| 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 | X |
| Self motivated and able to motivate others | X |
| Confident and persuasive | X |
| Accuracy and attention to detail | X |

The University is committed to equality and valuing diversity, and applications are particularly welcomed from women and black and minority ethnic candidates, who are under-represented in academic posts in Science, Technology, Engineering, Medicine and Mathematics (STEMM) at Sussex.