



## 1 Advertisement

### **Post Title: ODL Marketing Manager**

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

**Hours:** Full time or part time hours considered up to a maximum of 1 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:** 8375

**Salary:** starting at £34,304 to £40,927 per annum, pro rata if part time

**Placed on:** 22 April 2022

**Closing date:** 25 May 2022. Applications must be received by midnight of the closing date.

**Expected Interview date:** To be arranged

**Expected start date:** To be arranged

The University of Sussex is seeking to appoint a highly organised, motivated and experienced marketing professional to the role of Online Distance Learning Marketing Manager within the division of Communication, Marketing and Advancement. This exciting role involves working with a wide range of colleagues from across the organisation and with our distance learning partners, Pearson Education.

The University of Sussex launched its first Online Distance Learning (ODL) Masters course in 2018. We have ambitious plans to expand our portfolio over the coming years. This post will be central to the success of the project, ensuring brand integrity, and providing a key point of contact for teams across the university to support successful student recruitment.

The University of Sussex has a strong and distinctive brand. Part of the ODL Marketing Manager's remit will be to ensure this distinctiveness is amplified and evident for audiences worldwide.

The post holder will join an award-winning, motivated and supportive marketing team in a confident and ambitious university, at a hugely exciting time for Sussex and the sector. You will gain distance learning marketing experience, and have the

opportunity to learn from our partner, Pearson Education, as well as gaining a thorough understanding of marketing and recruitment in the university environment.

If you would like to discuss the role in further detail, please contact Isabel Wall, Associate Director of Strategic Marketing [i.wall@sussex.ac.uk](mailto:i.wall@sussex.ac.uk)

Key working relationships include:

Head of Technology and Enhanced Learning, Associate Director of Strategic Marketing, Online Distance Learning Manager, Pearson Education, Senior Market Researcher, Marketing Managers, Heads and Deans of Schools and other school staff, as well as the Web Team Social Media Team, Media Relations and Prospectus Team.

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.

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**

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: ODL Marketing Manager**

**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

#### **Purpose of the post:**

Leads on the marketing and recruitment workstreams of the University's online distance learning (ODL) courses with external partner Pearson Education. Upholds Sussex brand principles across all ODL digital platforms and marketing touchpoints, ensuring cohesion throughout. Works collaboratively on the communications and alumni workstreams with Professional Services, Schools and partnership colleagues.

#### **Responsibilities:**

1. In line with the University brand and its evolution, supports the development of ODL messaging and positioning across all marketing collateral and digital platforms. Ensures internal and external partners/suppliers use the up-to-date university brand toolkit and know how to implement it on all ODL-specific marketing, communication and recruitment assets.

2. Responsible for signing off ODL campaign material provided by Pearson from a visual and tone of voice perspective, ensuring consistency and impact. Ensures collateral offers rich and innovative experiences for target audience, raising awareness and engagement with the brand. Ensures all marketing content is compliant with CMA and ASA guidelines.
3. Serves as primary contact on ODL marketing-related activities for stakeholders including partnership, Professional Services and academic teams. Regularly meets and communicates colleagues to disseminate ODL information, and shares insights within the University of Sussex as appropriate.
4. Oversees ODL marketing activity plans and service levels agreements (SLAs) so that approvals are turned around within agreed timescales. Reviews SLAs periodically to ensure they stay relevant and fit for purpose.
5. Supports recruitment outputs by liaising with Admissions and legal counsel on governance/contractual matters such as joint admissions service standards, terms and conditions and offer letters. Performs sales manual reviews to ensure student-facing messaging for prospective students is accurate, particularly from a CMA perspective.
6. Contributes to ODL portfolio/pipeline development through activities including preliminary calls with prospective academics/schools, reviewing market research report drafts, course USP matrices, ADQE documentation, disseminating as necessary with relevant stakeholders.
7. Sussex lead for ODL communications workstream, including ensuring student-facing messaging is fit for purpose, liaising with partnership and academic teams on content marketing piece, and promotes cross-institutional awareness of ODL courses. Supports the collection of student and alumni testimonials in order to increase social-proofing and drive growth of ODL student numbers.
8. Works with Graduate and Alumni teams to develop a specific approach for managing ODL graduates and alumni that aligns with the Alumni strategy. Ensuring an equitable but relevant experience for completed distance learners.
9. Monitors marketing performance analytics supplied by Pearson, provides insights to Sussex teams on activity to inform work in other areas. Uses analytical skills to identify trends and challenges. Liaises with Pearson, Sussex International Recruitment and Market Research teams, to gain insight into global and regional demand for ODL courses. Ensures familiarity with the range of competitor offers in the market, both within and outside the UK. Shares best practice and ideas.
10. Researches and recommends new and innovative design and brand marketing technologies/practices and ways they can be implemented, in order to refine and improve the ODL brand experience for all audiences.
11. Builds and maintains effective and collaborative relationships with the central ODL team, Pearson partners, academic and professional services staff to support ODL in the development of premium quality online learning provision. Works closely with Sussex marketing colleagues to ensure that best practice from ODL campaigns is shared effectively, informs our other campaigns, and amplifies the brand.

12. Has line management responsibility for a Grade 5 Marketing Officer and has access to Marketing Officer Resource in order to carry out ODL-related projects.

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.

**Date:** March 2022

## ODL Marketing Manager person specification

### EXPERIENCE

	Essential	Desirable
Brand management experience	X	
Evidence of developing successful fully integrated cross-channel marketing campaigns	X	
Experience of digesting and commenting on market research report materials	X	
Stakeholder management skills and experience	X	
Evidence of success in project management, understands project management techniques, experience of planning, managing and delivering marketing related projects	X	
Line management experience	X	

### SKILLS/ABILITIES

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

### QUALIFICATIONS

	Essential	Desirable
Recognised qualification in marketing		X

## KNOWLEDGE

	Essential Desirable	
Familiarity with CRM marketing and reporting systems		X
Knowledge of CMA and ASA guidance and how it applies to marketing copy	X	
An understanding of the higher education sector and an awareness of some of the key marketing challenges facing the sector		X

## PERSONAL ATTRIBUTES AND CIRCUMSTANCES

	Essential Desirable	
Ability to work cooperatively with others, builds and maintains effective collaborative professional relationships with internal and external individuals at all levels	X	
Self-motivated and able to motivate others	X	
Critical thinker and problem solver who makes data-informed decisions	X	
Committed to continuous improvement	X	
Confident and persuasive	X	

Date: March 2022

**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.**

