1 Advertisement

Post Title: Widening Participation Marketing Manager
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: 2 years fixed term
Reference: 7263
Salary: starting at £34,304 to £40,927 per annum
Placed on: 22 November 2021
Closing date: 16 December 2021. 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 in higher education?

The University of Sussex is seeking an accomplished and creative Marketing Manager to devise, implement and evaluate marketing plans which provide effective marketing support for the University of Sussex Widening Participation programme.

At Sussex, we recognise that not everybody has the same support to help them get to higher education. The widening participation team supports learners from underrepresented backgrounds to access higher education through a variety of programmes and activities, such as campus visits, subject masterclasses, attainment raising programmes, information and guidance for specific groups and support for teachers and parents.

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, she or they will also work closely with the Head of Widening Participation and team to agree Widening Participation marketing plans and will develop an understanding of inclusive practice for those underrepresented in higher education at Sussex.

To join our existing Marketing team, we’re looking for a team player with marketing and CRM 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, Head of Widening Participation and the Widening Participation Team, 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.

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).

The Widening Participation Team has a commitment to supporting inclusivity, promoting equality and diversity and enabling access to higher education. We do this by supporting and encouraging access to education for learners who are currently under-represented in higher education. The team engages with community groups, partner schools and Further Education colleges across Sussex and London providing information, advice and guidance, raising awareness, attainment and aspiration to progress. Our programme engages with learners from year 5 to adults and includes campus visits, subject taster days, mentoring, residential summer schools, The Sussex Access Programme and other bespoke projects. We additionally work collaboratively with a range of external partners to complement and enhance our own programmes.

3. Job Description

Job Description for the post of: Marketing Manager for Widening Participation

Department: Marketing/Widening Participation
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 strategy for the Widening Participation Programme

Main duties

1. Develop marketing strategies to raise the profile of the Widening participation (WP) programme by highlighting the positive contribution made by WP outreach programmes

2. Devise, implement and evaluate WP marketing strategies including CRM and social media to develop operational marketing plans at key stages through the recruitment cycle from awareness through to conversion.

3. To act as a key contact for Widening Participation 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, Recruitment Events Teams, Communications, Media Relations, PR, Social Media and web content.

4. To provide market intelligence to support the development of initiatives and provide competitor and market insight to Widening Participation Team

5. To support WP staff to produce quality marketing materials and resources.

1. Develop marketing strategies to raise the profile of the Widening participation (WP) programme by highlighting the positive contribution made by WP outreach programmes

The post holder will:

- Work together with colleagues to highlight the positive contribution made by WP outreach programmes and the impact these are achieving in line with our Civic University and Community Engagement commitments supporting KEF.

- Plan and run email campaigns to key stakeholders such as teachers, community members and WP Students and parents.

2. Devise, implement and evaluate WP marketing strategies including CRM and social media to develop operational marketing plans at key stages through the recruitment cycle from awareness through to conversion.

The post holder will:

- Develop WP contact strategy, integrating all touch points from unibuddy, event participation to CRM emails.
- Define the CRM database to ensure it is fit for purpose
- To interrogate the customer journey from awareness and engagement to application and conversion to enrolment.
- Development and implementation of CRM tools for all students on access intensive programmes and incycle conversion programmes.
- Produce and copy write marketing materials/resources/campaigns for specific underrepresented groups
- Run Widening Participation programmes through CRM
3. **To act as a key contact for WP 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 Widening Participation Team within the Division of Communication, Marketing and Advancement and provide a ‘voice’ for the WP in wider marketing planning and policy discussions.

- Work closely with the Head of WP to 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.

- Ensure that University communications and marketing policies and initiatives are understood and implemented

- 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 all marketing activities.

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

- Advise the Widening Participation Team on how to maximise their internet presence for marketing and promotional purposes, and to assume editorial responsibility for top level, external facing WP pages.

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

4. **To provide market intelligence to support the development of initiatives and provide competitor and market insight to Widening Participation Team**

The postholder will:

- Work with the WP team to develop an understanding of the WP areas and the student/stakeholder profiles.

- 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 WPs marketing needs and prepare and present analyses.

- Identify relevant existing marketing data within the CRM and make it available to stakeholders in a user-friendly format.

- Evaluate performance of current WP campaigns through the CRM.

- Manage the development of data and insight packs for the widening participation team and to provide the foundation for an evidence based approach to marketing for student recruitment.
5. To support WP Ambassadors with content for social media channels.

The postholder will:

- Support WP ambassadors that work on content for our social media platforms such as UniBuddy, Twitter, Instagram or other channels.

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>Proven experience of working in a marketing role, including the activities detailed in the job description</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, digital marketing and CRM channels</td>
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<td>Familiarity with the higher education sector</td>
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<td>An understanding of widening participation in Higher education</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>Experience in using CRM systems or a willingness to learn</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>
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<td>Ability to meet targets and deadlines and to manage workload and priorities accordingly</td>
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<td>Ability to work on own initiative</td>
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<td><strong>Problem Solving and Project Management</strong></td>
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<td>Ability to analyse and problem solve</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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<td>Budget management skills</td>
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<td>Ability to work cooperatively with others</td>
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<td><strong>Communicating and Influencing</strong></td>
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<td>Excellent verbal communication skills</td>
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<tr>
<td>Excellent written communication skills, including editing, proof reading and report writing</td>
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<td>Ability to enthuse colleagues about new initiatives</td>
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**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 groups under-represented in higher education.