

Brand Manager (International) – External Relations – Grade G

Job Description

Purpose

To operationalize the University's marketing and brand strategy through the development and delivery of effective and coordinated insight-driven marketing campaigns and projects working across the whole spectrum of the marketing mix to drive student recruitment and raise the profile of the University. This role will proactively lead the development and delivery of impactful marketing content to bring to life the University's brand pillars and attract and convert future students.

Duties

1. Work collaboratively and proactively with the core Brand Managers, International Student Recruitment Team, External Relations colleagues and marketing specialists to lead and coordinate effective, integrated and digital-first marketing campaign plans (using the full marketing mix) in order to achieve international student recruitment objectives.
2. Ensure marketing activity is aligned with institutional objectives and complies with University brand guidelines, acting as a brand champion to ensure consistency of content and brand across all marketing channels and campaigns.
3. Be the go-to lead for international student recruitment marketing building strong working relationships and effectively communicating campaign progress and results.
4. Devise impactful content plans and oversee the creation of marketing content that brings our brand pillars to life across multiple platforms to attract and engage target audiences and enhance brand profile at every stage of the student journey.
5. Establish KPIs for campaigns and report on results and impacts of campaign activity to ensure efficiency and that they are meeting customer needs.
6. Brief and manage external suppliers and agencies, developing strong working relationships to ensure a cohesive, customer-driven approach to content creation and effective campaigns.
7. To guide and work with the Digital Marketing Team to source and execute relevant media buying opportunities for the international market.
8. Provide specialist marketing expertise, support and guidance to the International Student Recruitment Team and External Relations colleagues.

9. Ensure the development and delivery of marketing activity is consistent with corporate activity, CMA requirements, GDPR and ASA regulations, Accessibility legislation and other relevant policy, regulations and legislation.
10. Undertake competitor benchmarking, desk research, and qualitative and quantitative primary research to investigate and guide existing and future course portfolio, marketing and student recruitment activity.
11. Keep up to date with the latest developments in marketing, attending meetings with third-parties, webinars and conferences for continued professional development.
12. Provide leadership and support to inspire and develop direct reports to perform at their optimum.
13. Manage a devolved budget, ensuring value for money.
14. Support the University's commitment to equality, diversity, and inclusion by fostering an inclusive culture through the recruitment, development, and retention of talent.
15. With regards to the nature of your role and its impact upon our students, make an active contribution to and support the improvement of the student experience.
16. Undertake other relevant duties and responsibilities appropriate to the grade of the post.

Person Specification

Knowledge, Skills, and Behaviours (Essential)

- Substantial experience of working in a marketing or sales role, including brand management, marketing communications, briefing and production of marketing materials, direct marketing, online marketing and social media channels in an international environment. (Application/Interview).
- Significant experience of devising, implementing and evaluating marketing plans which deliver against organisational objectives (Application/Interview)
- Experience of identifying and analysing issues and developing creative and effective solutions to problems using a range of marketing tactics. (Application/Interview).
- Experience of working with external suppliers and agencies to deliver projects on time and to a high standard (Application/Interview).
- Experience of creating impactful content for marketing purposes for a range of target audiences and channels (Application/Interview).
- Undergraduate degree or equivalent experiential experience (Application).

- Excellent project management skills, with the ability to set and achieve high standards, support and motivate others to develop and excel (Application/Interview).
- Strong levels of literacy and good levels of numeracy, with excellent attention to detail and high level of office skills including the ability to process and interpret quantitative information using MS Office (Application/Interview). A professional marketing qualification e.g. CIM or a willingness to work towards one (Application).
- Excellent communication skills with the ability to work flexibly, collaboratively and autonomously with all internal and external stakeholders, adapting to changing priorities and timescales (Application/Interview).
- A professional marketing qualification e.g. CIM or a willingness to work towards one (Application).
- Flexibility to work on occasion at evenings and weekends. (Interview).
- An understanding of and demonstrable commitment to the University's Values of Achieving Together, Being Proud, Creating Opportunity and Supporting All, as a framework for decisions, actions and behaviours (Application/Interview).

Knowledge, Skills, and Behaviours (Desirable)

- Experience of working in an Higher Education environment (Application/Interview).
- Experience of market research and organising marketing events (Application/Interview).
- Experience of managing designated budgets (Application/Interview).
- Undergraduate degree or equivalent in a marketing, PR or business-related subject (Application).
- Experience of line-management (Application/Interview).
- Experience of using Adobe Creative Suite (Application/Interview).