

## **Post: Marketing Head**

### **Qualifications & Skills required**

- Master's degree in Business Administration, Marketing or relevant field
- Demonstrable experience in marketing together with the potential and attitude required to learn
- Proven experience in identifying target audiences and in creatively devising and leading cross channels marketing campaigns that engage, educate and motivate
- Solid knowledge of website analytics tools (e.g., Google Analytics, Net Insight, Omniture, Web Trends)
- Experience in setting up and optimizing Google AdWords campaigns
- Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets
- A sense of aesthetics and a love for great copy and witty communication
- Up-to-date with the latest trends and best practices in online marketing and Measurement

### **Job Description**

1. Craft strategies for all Marketing teams, including Digital, Advertising, Communications and Creative.
2. Lead the development and delivery of a marketing and recruitment strategy for each College, ensuring all activity is in line with the broader University brand and recruitment strategies.
3. Promote the profile of the University as a whole to external audiences
4. Prepare and manage monthly, quarterly and annual budgets for the Marketing department.
5. Establish an intelligence-led approach to all planning and delivery, utilizing market research and data analysis to ensure tactics are in line with the business needs of the College, and strategic ambitions of the University.
6. Utilize intelligence and market insights to support the strategic development of the Colleges' portfolios.

7. Write and present reports, written and verbal, to the University Management Team as required on marketing and recruitment activities and results and to advise on appropriate tactical changes as necessary
8. Identify relevant community-based initiatives in which the University can play a relevant part, to support awareness / positive brand perception etc.
9. Ensure our brand message is strong and consistent across all channels and marketing efforts (like events, email campaigns, web pages and promotional material).
10. Responsible for delivering an efficient and proactive relationship with all University Service areas in the creation of marketing plans, notably Partnerships, Business and Research.
11. Providing relevant marketing insight, including customer behavioural insight and competitor activity to enable effective portfolio development, brand development, entry criteria, pricing strategy and benchmarking to improve student recruitment and reputation.
12. Managing senior relationships with media and creative agencies and scrutinizing effectiveness and impact of all work.