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**Job Description**

**March 2024**

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| **Job title:** | Director (Marketing & Brand) |
| **Department/School:** | Marketing, Communications and External Affairs |
| **Reports to:** | Vice-President (External Relations) |
| **Grade:** | ALC6 |
| **Location:** | University of Bath Campuses and hybrid working |

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| **Background** |
| The University of Bath is one of the UK's leading universities for high-impact research with a reputation for excellence in education, student experience, and graduate prospects. Research from Bath is helping to change the world for the better. Across the University’s three Faculties and School of Management, our research is making an impact in society, leading to low-carbon living, positive digital futures, and improved health and wellbeing.  The University of Bath strives to offer some of the best student and employee experience within UK higher education. We are an employer where difference is celebrated, respected, and encouraged.  Through our Marketing, Communications, and External Affairs teams, our vision is to empower people to choose the University of Bath. We support colleagues to deliver the University’s strategic objectives through our professional expertise and advice.  This post is a key leadership role in the Marketing, Communications, and External Affairs department, leading our student marketing, creative services and events, content, digital, and business insight teams. This post reports to our Vice-President (External Relations) who is a member of the University’s Executive Board. |
| **Job purpose** |
| This postholder will lead the development and implementation of strategic marketing plans in support of the University’s strategy and goals.  It will play a pivotal role in shaping the university's brand identity and reputation, leading the central marketing functions, and collaborating with marketing teams across the University. The postholder will be responsible for developing and executing campaigns that enhance our national and global reputation and presence.  This postholder will bring their expertise to lead our student marketing, creative services and events, digital, content and business insight functions in support of our goals. They will take a lead role in commissioning and disseminating business insight and driving innovation.  The post-holder will need to work closely with colleagues in our senior leadership team and across our Faculties, School and Institutes, to ensure coordination and collaboration to deliver our strategy.  The post-holder Director (Marketing & Brand) will also deputise for the Vice-President (External Relations). |

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| **Source and nature of management provided** |
| Reports to the Vice-President (External Relations). |

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| **Staff management responsibility** |
| The post-holder will be responsible for the line management of a team of six comprising of:   * Head of Business Insight * Head of Student Marketing (PGT) * Head of Student Marketing (UG) * Head of Creative Services and Events * Head of Content Strategy * Head of Digital Development   The post-holder will also have dotted line responsibility, supporting professional development and ensuring co-ordination across plans and brand, for the:   * Head of Faculty Marketing – Engineering and Design * Head of Faculty Marketing – Humanities and Social Sciences * Head of Faculty Marketing – Science * Head of Marketing – School of Management * Marketing & Communications Manager (Sports Development & Recreation)   The post-holder will be expected to implement and work within the University’s Policies and Guidelines. |

| **Main duties and responsibilities** | |
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| **1** | Develop marketing strategies that contribute to the University’s sustainable growth goals, including lead generation across all channels, brand-level marketing, and awareness, optimising channels and developing affiliate links and partnerships. |
| **2** | Lead the University’s brand development and strategy to enhance reputation and awareness. |
| **3** | Provide strategic consultation to senior executives, Faculties, and the School of Management and Institutes to support the efficacy of their marketing efforts and promote alignment with the University’s brand identity and marketing programmes. |
| **4** | Lead and develop a team of experienced marketing professionals focused on global and domestic student marketing efforts with the production of the University’s core marketing collateral, digital campaigns, website, CRM development, and virtual and in-person events. |
| **5** | Support and help lead the University’s Marketing and Communications Community of Practice. |
| **6** | Embed a data-driven approach, with performance reports based on analytics, metrics, and reach for activity to show impact against time and budget. This includes proactively commissioning and disseminating business insight, enhancing our understanding of key markets, and driving innovation in our offer. Ensure we are undertaking benchmarking and competitor analysis to understand how the University can optimize its value for current and prospective students and staff. |
| **7** | Work with the Associate Director (Communications & Engagement) and Director (Advocacy) to align plans and delivery of content for our key audiences. |
| **8** | Business partner with members of the University’s Executive team such as the Pro-Vice-Chancellors and Deans of the Faculties/School of Management and the Director of Recruitment and Admissions on our International Student Recruitment plans and targets. |
| **9** | Play a lead role in the University’s compliance with Competition and Markets Authority (CMA) and Advertising Standards Authority (ASA) rules in relation to marketing practices and messaging, raising awareness of requirements and working in partnership with the Legal team, Recruitment & Admissions, and Academic Registry. |
| **10** | Support the oversight of consultants, vendors, and other external suppliers, ensuring the allocation of resources in an efficient manner and tracking performance. |
| **11** | Communicate effectively, engender strong professional relationships, and be able to negotiate effectively to ensure positive delivery of our shared goals. |
| **13** | Maintain a thorough awareness of relevant developments and trends in marketing both within and outside the Higher Education sector, learning from best practice. |
| **14** | Lead the operational activities of the marketing teams with overall responsibility to:  - align resource allocation and priority setting with business need  - quality assure the output across activities  - monitor and report on operational activities addressing issues as required  - develop the skills and resilience of the team. |
| **15** | To champion CRM best practice and advocate its useage. To embed a positive culture to capture and improve quality marketing automation, CRM workflows, and identifying contacts for marketing opportunities including partnerships and advocacy. |
| In addition to University provided training and development, you will undertake sufficient personal and professional development as required, ensuring skills and knowledge are up to date so that the role is performed to the required level.  You will from time to time be required to undertake other duties of a similar nature as reasonably required by your line manager. This will include overseeing key recruitment activities such as Open Days, which occur outside normal working hours at least twice a year.  Some occasional travelling may be required, for example to conferences to build understanding of good practice. | |
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**Person Specification**

| **Criteria** | **Essential** | **Desirable** | |
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| **Qualifications** | | | |
| 1. Educated to degree level in an appropriate subject or equivalent qualification or experience in a related field. | ü |  | |
| 1. Postgraduate qualification in marketing or a related field. |  | ü | |
| **Experience/Knowledge** | | | |
| 1. Significant experience in successfully leading, managing, and building an effective marketing function for a large, complex organisation. | ü |  | |
| 1. Excellent knowledge of all aspects of marketing including digital and social media marketing, content marketing, copywriting, multi-media campaigns and reputation management. | ü |  | |
| 1. Experience of developing and implementing brand identity. | ü |  | |
| 1. Experience of overseeing websites for marketing purposes. | ü |  | |
| 1. Experience of complex organisation-wide change management. | ü |  | |
| 1. Proven ability to adapt and be flexible in a changing environment. | ü |  | |
| 1. Knowledge and understanding of the latest trends in marketing, creative services, web, content strategy and business insight. | ü |  | |
| 1. An excellent knowledge of the UK Higher Education context in relation to learning and teaching activities. |  | ü | |
| 1. Experience of issues and crisis management in managing an organisation’s reputation. |  | ü | |
| 1. Experience of acting as a senior spokesperson in a complex organisation and being able to represent the University at events and conferences. | ü |  | |
| 1. Experience of writing reports, and presentations to influence and engage a range of internal audiences including executive leadership teams and/or boards. | ü |  | |
| **Skills** | | | |
| 1. Excellent leadership and management skills, including effective coordination, relationship building, motivation, and negotiation. | ü |  | |
| 1. Excellent organisational skills, being able to prioritise and manage the team’s workload accordingly. | ü |  | |
| 1. Excellent ability to plan, understand, and identify key deliverables and the critical paths to their achievement. | ü |  | |
| 1. Outstanding written and verbal communication skills, including the ability to adapt communication style to suit the audience and to work with colleagues at all levels. | ü |  | |
| **Attributes and aptitude** | | | |
| 1. Ability to work to strict deadlines and when under pressure, often with diverse briefs. Able to manage pressure proactively for self and others. | ü |  | |
| 1. Tenacity, personal drive, and desire to achieve results. | ü |  | |
| 1. Excellent customer relationship skills, in particular the ability to rapidly build good working relationships with key stakeholders. | ü |  |
| 1. Proficient in use of Microsoft Excel, Word, PowerPoint, SharePoint, and Teams. | ü |  |
| 1. Ability to adapt quickly and maximise opportunities within a dynamic environment. | ü |  |
| 1. Ability to deal with confidential and sensitive information with tact and discretion. | ü |  |
| 1. Highly numerate and able to analyse data and processes to identify potential for improvement. | ü |  |
| 1. Resilient under pressure and the ability to negotiate mutually desirable outcomes. | ü |  |
| 1. Ability to think strategically while ensuring operational delivery. | ü |  |

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| **Effective Behaviours Framework**    The University has identified a set of effective behaviours which we value and have found to be consistent with high performance across the organisation. Part of the selection process for this post will be to assess whether candidates have demonstrably exhibited these behaviours previously. |
| **Managing self and personal skills:**  Willing and able to assess and apply own skills, abilities, and experience. Being aware of own behaviour and how it impacts on others. |
| **Delivering excellent service:**  Providing the best quality service to all students and staff and to external customers e.g., clients, suppliers. Building genuine and open long-term relationships in order to drive up service standards. |
| **Finding innovative solutions:**  Taking a holistic view and working enthusiastically and with creativity to analyse problems and develop innovative and workable solutions. Identifying opportunities for innovation. |
| **Embracing change:**  Adjusting to unfamiliar situations, demands and changing roles. Seeing change as an opportunity and being receptive to new ideas. |
| **Using resources:**  Making effective use of available resources including people, information, networks, and budgets. Being aware of the financial and commercial aspects of the University. |
| **Engaging with the big picture:**  Seeing the work that you do in the context of the bigger picture e.g., in the context of what the University/other departments are striving to achieve and taking a long-term view. Communicating vision clearly and enthusiastically to inspire and motivate others. |
| **Developing self and others:**  Showing commitment to own development and supporting and encouraging others to develop their knowledge, skills, and behaviours to enable them to reach their full potential for the wider benefit of the University. |
| **Working with people:**  Working co-operatively with others in order to achieve objectives. Demonstrating a commitment to diversity and applying a wider range of interpersonal skills. |
| **Achieving results:**  Planning and organising workloads to ensure that deadlines are met within resource constraints. Consistently meeting objectives and success criteria. |