

Job Description

Please complete all accessible boxes and refer to the guidance on writing Job Descriptions

Position Details	
Faculty/Directorate	External Relations
School/Department	Marketing
Team	Arts and Humanities Faculty Marketing Team
Job Title	Faculty Marketing Officer - SODA
Grade	7
Hours of Work	35
Contract Duration (Perm/Fixed Term)	Permanent
Reports To (Job Title)	Head of Faculty Marketing
Responsible For (Job Title)	

Principal Accountabilities

To be the marketing lead for the School of Digital Arts (SODA), working closely with the assigned area to develop a marketing plan which links to Faculty and corporate strategies.

Support the Head of Faculty Marketing (HoFM) and School in identifying and delivering on key priorities in a range of target markets to support faculty and university objectives.

Work closely with the central marketing, recruitment & admissions and international teams to assist with the development, implementation and management of associated marketing plans and projects.

Key Tasks

Planning and Project Management

Be the marketing lead for SODA, working very closely with the assigned area to develop a marketing plan which links to the corporate marketing strategy and related strategies.

Agreement and regular review of SODA marketing priorities with the HoFM and academic leads through proactively developing the role of marketing in the School.

Present regular marketing updates and reports to the HoFM and other senior staff, demonstrating personal influence, ownership and visibility on marketing at all levels within the School.

Manage the assigned marketing budget – take full ownership of this and provide accountability and responsibility for the performance of the budget. Demonstrate clear, regular evidence of cost effective marketing performance to the HoFM on business as usual and project marketing.

Work closely with the Digital Team to deliver a range of tactical marketing initiatives for SODA – jointly develop reports and dashboards to support marketing plans and to demonstrate tactical and project progress in SODA marketing performance.

Share ideas and best practice with team – to collaborate frequently with faculty, central and digital teams and work on a range of marketing campaigns and initiatives – leveraging resource and expertise to support the local requirements.

Direct and manage project related resource, including staff and student ambassadors, as and when required.

Content and Brand

Act as a brand ambassador and guardian of SODA and Manchester Metropolitan University identities. Ensure appropriate use, positioning and communication of the visual identity and tone of voice for multiple audiences including prospective students, employers, businesses, partners and influencers.

Lead on the development and implementation of an overall content plan, particularly focusing on supporting SODA's website and social media channels, to ensure high quality, best in class digital content is published on a regular basis, building engagement with target audiences.

Lead on the development and enhancement of a suite of SODA profile and course information across a broad mix of marketing channels, primarily digital (e-prospectus, website, prospectus and third party online channels), advertising, social media and video, working with the digital and wider marketing teams to ensure information is accurate and adheres to brand guidelines.

Provide copywriting expertise and design direction to SODA in the presentation and production of course marketing materials and liaise with external suppliers as necessary – ensuring high quality, market focus and value for money.

Proactively manage all aspects of course advertising, including planning, design and placement in line with corporate identity and brand guidelines and monitor and evaluate effectiveness.

Identify and feed news stories with media potential from across SODA and maximise their potential for other marketing and promotional communications channels, working with the faculty and central communications team to achieve coverage in media outlets.

Oversee creative campaign development and photo/video shoot activity, working with University photographer, videographer, external agencies and clients where appropriate.

Continually grow a suite of SODA student profiles and case studies, to ensure recent student successes are documented and promoted in a way that can be used across marketing channels.

Contribute to lead acquisition strategies aligned to the University's CRM strategy and ensure that data handling is GDPR-compliant and adheres to the Data Protection Policy of the University.

Market Intelligence / Management Information

Working with the University's market research manager, Faculty planning team and academic colleagues, identify SODA market intelligence needs and contribute to the delivery of market intelligence to meet business needs. Undertake market research to support the development of course portfolios – identify trends in course offerings/naming, gaps in market provision and competitor changes to note.

Monitor marketing and recruitment trends within SODA and the wider digital arts sector and advise on timely adjustments to marketing strategy development and planning.

Develop a broad understanding of the direct competitors for SODA both in UK and international markets and use this insight to advise on positioning and campaign strategy.

Supporting Student Recruitment

Provide updated information for directories and listings, ensuring consistency with faculty and corporate marketing materials.

Liaise with the Recruitment & Admissions and International teams to ensure SODA is well represented and appropriate materials are available at events (internal and external).

Manage and co-ordinate student recruitment activities in partnership with Recruitment & Admissions, such as open days and visit days and teams of student ambassadors employed to support SODA events.

Manage profile raising events such as public lectures, conferences, exhibitions, VIP visits, along with other key events including graduation ceremonies and visits by industry partners.

General

Attend meetings as and when required, both faculty and marketing.

Work flexibly as part of a centrally co-ordinated marketing team, taking on activities which are cross faculty in nature.

To take on the role of project manager as required for marketing projects on behalf of Faculty Marketing; setting deadlines, delegating work to members of staff assigned to the project, and ensuring the project is completed to the required standards.

Keep up-to-date with new and emerging communications and marketing platforms and techniques and determine and advise on how these might be employed to the benefit of the School.

Source and manage contracts with external suppliers as and when required.

Special Features

The ability to work outside of normal office hours to support activities and events both at corporate and faculty level is an essential requirement of this post.

Miscellaneous

You will ensure that appropriate management systems and procedures are in place to meet your health and safety duties and responsibilities contained within the University's health and safety policy. In particular you will ensure that appropriate risk assessments are carried out in respect of significant hazards and that safety inspections are undertaken on at least an annual cycle in each workplace under your control.

You are responsible for applying the University's Equal Opportunities Policy in your own area of responsibility and in your general conduct.

You have a responsibility to promote high levels of customer care within your own areas of work.

You are expected to co-operate with the PDR process, engaging in the setting of objectives in order to assist in the monitoring of performance and the development of the individual.

You will assess the training and development needs of each member of staff under your control to ensure they are adequately supported in relation to their work responsibilities.

Such other relevant duties commensurate with the grade of the post as may be assigned by the Manager in agreement with you. Such agreement should not be unreasonably withheld.

You may be required to undertake a specific Health & Safety role, commensurate with your grade, to support the University in meeting its statutory Health & Safety obligations. This could include acting as a DSE Assessor, First Aider, Fire Marshall or Departmental Safety Co-ordinator. The allocation of such roles will be subject to the provision of appropriate training and assessment of competence.

You may, with reasonable notice, be required to work at any of the Manchester Metropolitan University sites.

You are responsible for assessing and managing risk for all elements of work within your own area/team and for ensuring effective risk management processes are in place.

You have the responsibility to engage with the University's commitment to Environmental Sustainability in order to reduce its waste, energy consumption and carbon footprint.

You have the responsibility to engage with the University's commitment to delivering value for money services that optimise the use of resources and therefore should consider this when undertaking all duties and aspects of your role.

Review

This is a description of the job at the time of issue. It is the University's practice periodically to review and update job descriptions to ensure that they accurately reflect the current nature of the job and requirements of the University and to incorporate reasonable changes where required, in consultation with the jobholder.

Person Specification

In order to be shortlisted you must demonstrate that you meet all the essential criteria and as many of the desirable criteria as possible. Where we have a large number of applications that meet all of the essential criteria, we will then use the desirable criteria to produce the shortlist.



All disabled candidates who meet the minimum essential criteria will be included on the shortlist.

Selection Criteria

Attributes		Item	Relevant Criteria	Essential/ Desirable
1	Skills & Abilities	1.1	Ability to influence corporate planning and decision-making that relates to the management of a marketing function and negotiate mutually satisfactory outcomes within wider networks.	E
		1.2	The ability to write and edit high quality copy targeted at different audiences for different media, and proof read with meticulous attention to detail.	E
		1.3	Excellent organisational abilities and the ability to manage multiple projects delivered to deadline and on budget.	E
		1.4	The ability to pro-actively build effective working relations internally and externally at all levels.	E
		1.5	Ability to analyse data, draw conclusions and make recommendations.	E
		1.5	Ability to persuasively communicate on marketing issues at director, manager and all levels across a faculty and with a range of external stakeholders.	E
		1.7	Excellent communication and presentation skills, including presenting to external audiences.	E
		1.8	Excellent administrative and IT skills, including report writing and presentation	E
2	General & Specialist Knowledge	2.1	First-class, all-round marketing skills including - digital marketing, advertising, media relations, publication production, copywriting, event management and design management.	E

		2.2	Knowledge of corporate, industry and professional standards in relation to marketing and events activity including (but not limited to) legal, technical accessibility, security, health and safety requirements.	E
		2.3	Marketing analysis and insight skills – ability to link marketing spend to strategy and tactics and deliver tangible improvements in performance.	E
		2.4	An understanding of the key issues in higher education, and awareness of university structure.	E
		2.5	Knowledge of Customer Relationship Management (CRM) software in a marketing or communications role	E
		2.6	An understanding of the education recruitment market.	D
3	Education & Training	3.1	Educated to degree level or equivalent in a related discipline.	E
		3.2	Professional marketing qualification e.g. CIM or equivalent professional experience	E
		3.3	Evidence of continuing professional development in the marketing and communications field.	D
4	Relevant Experience	4.1	Significant recent experience of working in a multi-function marketing role, preferably in a complex, large organisation with direct line management responsibility.	E
		4.2	Proven recent experience of developing medium and long term marketing plans, developing and delivering coherent marketing campaigns and ability to demonstrate successful business outcomes.	E
		4.3	Experience of writing, project managing and delivering a wide range of professional, integrated marketing communications for online and offline use.	E
		4.4	Specific knowledge and experience of digital marketing tactics and effectiveness including email campaigns, banner advertising, pay per click, and social media.	E
		4.5	Experience of successfully managing and prioritising a wide range of marketing projects from direct mail to major campaigns and complex projects.	E
5	Special Requirements	5.1	Ability and flexibility to work outside of normal working hours as and when required	E
Date of Revision		February 2021		