

**JOB DESCRIPTION**

**Job Title:** Marketing & Communications Manager

**Grade:** F

**Service:** Careers and Student Enterprise

**Campus:** Docklands

**Responsible to:** Careers & Student Enterprise Directorate & Talent Gateway Directorate.

**Responsible for:** N/A

**Liaison with:**  Staff within the wider External Relations Directorate; School Deans and senior staff in academic Schools, staff in other services, marketing, and advertising agencies.

**Never Not Moving Forward**

Build your career, follow your passion, be inspired by our environment of success. #BeTheChange

The University of East London is one of the most diverse and vibrant universities in the global capital. Our pioneering and forward-thinking vision is making a positive and significant impact to the communities we serve, inspiring both our staff and students to reach their full potential.

Born in 1898 to serve the skills needs of the 2nd industrial revolution, the University of East London is underway with of its transformational 10-year [Vision 2028 strategic plan](https://issuu.com/universityofeastlondon/docs/annual_review_2020?utm_source=Charlotte%2BWhite%2Btest%2Bmail%2Blist&utm_campaign=46c08a193b-EMAIL_CAMPAIGN_2018_09_19_02_52_COPY_04&utm_medium=email&utm_term=0_e8797a5163-46c08a193b-) led by our Vice-Chancellor & President, Professor Amanda Broderick, to advance Industry 4.0 careers-1st education. We have a clear route-map to provide a springboard for the jobs and opportunities of the future; drive diversity in the 4.0 talent pipeline - working in partnership to promote talent wherever it is found; and to create an inclusive and sustainable, green future.

We are looking for forward-thinking, innovative, curious, high-energy, self-aware people who are passionate about making a positive difference and who will thrive in an inclusive and diverse University community who are never not moving forwards.

As one of the most socially inclusive and international Universities and comprising one of the most diverse staff populations in the UK (50% of our professoriate identify from black or minority ethnic backgrounds), we are hugely proud of our track record in reducing inequalities (ranked 1st in the UK & 2nd globally, Times Higher Education Global Impact Rankings, 2020) and our commitment to equality, diversity and inclusion is at the heart of Vision 2028.

We are building an environment of success where colleagues are supported to achieve, and our community can flourish and thrive. We are an accredited Investors in People Award Institution and have achieved the Investors in People Health and Wellbeing Award. With Athena Swan Awards and being one of a small number of universities to have achieved the Race Equality Charter Award, we continue on our journey to address and reduce barriers to opportunity.

So, if you are looking to build your career in a dynamic, inclusive, and performance-focused team and are inspired by our environment and drive for success, we want you to apply to join the University of East London. We are looking for inspirational individuals who have a passion to make a positive difference to people and planet, creating a more sustainable future for everyone.

**JOB PURPOSE:**

The Marketing & Communications Manager will oversee the Careers and Enterprise portfolio delivering on a strategic plan to support us in achieving our Careers-1st vision. The role will seek to engage a wide range of stakeholders including students, staff, and industry. The post holder will work across the portfolio to understand and articulate our flagship programmes and develop a strategic plan against a robust set of KPI’s to engage our target audiences. As well as being responsible for our day-to-day communications, this role will be at the forefront of some exciting cross stakeholder campaigns promoting our pioneering ‘Diversity of Thought’ programme, onboarding local SMEs with our innovative ‘Freelancing Platform,’ marketing degree apprenticeships and curating the vision for our new ‘Royal Docks Centre for Sustainable Enterprise.’

The role is fast paced and diverse with the expectation that the individual will work collaboratively across the service to understand the wide range of programmes and identify opportunities. The post holder will be expected to develop innovative campaigns as well as maintain a broader strategic marketing strategy that combines traditional and digital marketing techniques.

**MAIN DUTIES AND RESPONSIBILITIES:**

**Planning and Reporting**

* Lead an annual strategic marketing plan for Careers and Enterprise portfolio with evidenced-based marketing activities mapped against key projects and stakeholders.
* Develop a framework for evidencing the impact of marketing activities so we can evidence progress against KPI’s.
* Prepare quarterly reports on defined metrics and KPI’s with a reflective evaluation and recommendations for the next quarter.

**Campaign Management**

* Lead on creating integrated campaigns for our flagship programmes and projects to achieve engagement targets and drive attendance at events.
* Create engaging campaign ‘content’ ensuring that messaging is tailored to the audience.
* Ensure that campaigns utilise current and engaging content; instigate where necessary. To include case studies, video content, photography, vlogs, blogs, etc.
* Ensure that all activities are on brand, visually and in terms of brand values and behaviour. Ensure all communication and messaging is in line with UEL’s tone of voice.
* Ensure good ROI, creativity, innovation and stand out from competitors.
* Plan and manage campaign budgets where necessary.

**Delivery**

* Work across the portfolio is to align the ‘key messages’ and ensure that marketing activities are integrated and co-ordinated.
* Identify and develop ‘content’ for all the ‘flagship’ programme offerings for the portfolio which are tailored to the target audience.
* Lead the review, maintenance, and optimisation of our externally facing webpages ensuring that information is up-to-date, easily navigable, and compelling for students, staff and both prospective and existing partners.
* Lead the review, maintenance, and optimisation of our externally facing social media sites ensuring that information is up-to-date, easily navigable, and compelling for students, staff and both prospective and existing partners.
* Identify and implement project management processes to ensure the timely delivery of marketing activities.
* Lead projects and activities to increase conversion of stakeholders ensuring activities are scheduled In line with flagship programmes and activities to best highlight the opportunities.
* Develop standard messaging and content for the portfolio ensuring USPs (Unique Selling Point) are relevant and articulated appropriately and reviewed in collaboration with staff and updated regularly.
* Initiate the design and development of compelling digital and print marketing materials to be used across the service which align with the UEL brand.
* Oversee the annual schedule of updating and producing marketing collateral to support marketing activities for the Careers & Student Enterprise portfolio.
* Input into the development and launch of new projects or programmes.

**Relationship management**

* Ensure positive and collaborative relationships are developed and maintained across the portfolio with the schools through close connections with key stakeholders and the School Marketing Executives.
* Develop a strong working relationship and work closely with colleagues across External Relations across marketing, communications, and design to ensure we are up to date with institutional strategy and guidance.
* Attend key strategic and operational meetings, representing the CaSe and Talent Gateway directorate.

**Line Management**

* Line manage project staff and interns as required, setting objectives, review performance and identify training and development needs.

**Other**

* Represent the University at internal and external facing events, ensuring that CaSE & Talent Gateway are represented.
* To ensure that duties are undertaken with due regard and compliance with UEL policies and procedures and the Data Protection Act and other legislation.
* Other duties that may be seen as being within the scope of this position.
* Work in accordance with UEL policies, including our Equality and Diversity policy.

**PERSON SPECIFICATION**

**EDUCATION, QUALIFICATIONS AND ACHIEVEMENTS:**

**Essential criteria;**

* A relevant degree or equivalent experience (C)

**Desirable criteria;**

* A relevant higher degree, equivalent experience, a relevant professional marketing/digital marketing qualification or membership of a relevant professional body e.g., CIM, IDM (C)
* A relevant qualification or professional experience in a design package i.e. In Design, Adobe Photoshop etc (C)

**KNOWLEDGE AND EXPERIENCE:**

* Demonstrable experience in marketing at strategic, tactical, and operational levels, including the use of market research, insight, and analysis to identify and evaluate marketing opportunities and to inform plans (A/I)
* Experience in marketing to industry audiences using an evidence-based, segmented, and targeted approach (A/I)
* Working knowledge of the UK Higher Education system, in particular Careers and Academic Partnerships (A/I)
* Knowledge and understanding of cultural differences and how to manage these in the context of student marketing (I)

**PLANNING AND ORGANISING:**

* Experience of planning, prioritising, and organising work on a daily, weekly, and monthly basis, individually and as part of a team, whilst ensuring the effective use of resources and delivering to tight deadlines (I)
* The ability to develop annual evidence-based operational marketing plans and campaigns to deliver on a longer-term strategic plan (A/I/T)

**COMMUNICATION:**

* Excellent influencing skills and the ability to communicate with credibility, tact, and diplomacy internally and externally (A/I)

**INITIATIVE AND PROBLEM SOLVING:**

* Experience of using initiative and creativity to resolve problems, that may be predictable but not routine, identifying practical and suitable solutions (I)

**SKILLS AND ABILITIES:**

* Excellent verbal and written English skills (I)
* High level of attention to detail (I)
* Results-driven and self-motivated (I)

**OTHER ESSENTIAL CRITERIA:**

* Commitment to and understanding of equal opportunities issues within a diverse and multicultural environment (I)

**Criteria tested by** **Key:**

A = Application form

C = Certification

I = Interview

T = Test