



OPPORTUNITY

Deputy Director of Marketing

Reference: R220387

Salary: Grade 10. £51,799 - £60,022

Contract Type: Continuing

Basis: Full Time

Job description

Job Purpose

The Deputy Director of Marketing is a newly created role to support the brand and marketing strategies which have been developed in the past 12 months.

The overarching marketing strategy is underpinned by a hub and spoke approach, with a central team of marketing professionals managing content channels and development. Dedicated 'spoke' teams deployed within each College and the Research and Knowledge Exchange (RKE) department report directly into this role to create a high-performing marketing team.

About the role

We offer business, science, health and technology-focused programmes across foundation, undergraduate, postgraduate professional and degree apprenticeships. Our research strengths encompass four major research institutes and multiple specialist research centres, and our business engagement work reaches thousands of employers and employees each year.

The University's Marketing team is responsible for supporting the promotion of the University and its three Colleges to its core beneficiaries (our students, business & the professions, and the wider region of Birmingham and the West Midlands). The marketing team is a key part of the overall 100-strong marketing, recruitment and communications department, tasked with successfully promoting the University - locally, regionally, nationally and internationally.

The Deputy Director of Marketing is a key leadership role responsible for the co-delivery of the University's recruitment and new income targets of £50m+, and directly overseeing a team of c.20 marketing professionals. A strategic thinker and doer, with strong commercial acumen is essential to drive an analytical and insightful approach to recruitment performance and reputational improvement. This includes setting marketing recruitment strategies with each College, to implement across online and offline channels with an extensive annual marketing campaign budget.

A natural can-do approach with strong people and project management skills are essential; being able to co-ordinate complex projects across multiple markets / cycles and ensure the teams are focused on achieving targets is key. The role holder should be expert in higher education data, context and driving strategic insights to enable competitive marketing, portfolio and product strategies to be developed and implemented.

The primary focus is for student recruitment marketing, but the post holder also oversees marketing to other beneficiaries including business, research as well as other marketing requirements. The post holder will:

- ▶ **Strategy** - lead on the development and implementation of marketing management and tactical delivery to ensure strong performance against targets and developing our profile and reputation.
- ▶ **Marketing Performance** – ensure portfolio-level optimisation of omni-channel performance to drive marketing and recruitment targets.
- ▶ **Insight and Analysis** – take an analytical and data-driven approach ensuring that target audiences and opportunities are defined to ensure that data is at the forefront of marketing planning and that analysis underpins all activities.
- ▶ **Team leadership and collaboration** – lead the managers / marketing teams at College level, ensuring the matrix team model is effectively working across the UG/

PG student journeys, and liaising with the hub teams (Market Research, Digital Marketing, Press and Communications and Student Recruitment and Outreach), and colleagues across the division and the University.

- ▶ **Profile and Reputation** - ensure that all marketing and communications activity is consistent with brand and builds the profile of the University nationally and internationally.

Main Duties/ Responsibilities

Strategy

- ▶ Input into and develop the marketing and brand strategies as part of the Senior Marketing Leadership Team to support strategic and business objectives and ensure activity is aligned to meet our £50m+ annual income targets.
- ▶ Oversee the development of operational plans to deliver marketing and brand strategies within the College and RKE marketing teams.
- ▶ Engage and advise key internal stakeholder groups including the Executive team, College / School SMTs, Research Centres and professional service departments, ensuring implementation of brand strategy and key messages across core channels.

Performance

- ▶ Developing strategy to evidence, drive and manage visible marketing performance for our key markets, ensuring return on investment is accurately developed and managed.
- ▶ Ensure that marketing activity is measurable, benchmarked and outcome measured, writing reports on campaign performance, future planning and developments.
- ▶ Work closely with the Head of CRM and the Head of Digital Marketing to ensure successful implementation of a CRM solution for University-wide adoption over the next 2-3 recruitment cycles, enabling the delivery of digital campaigns and communications to different audiences.
- ▶ Implement the new Microsoft Dynamics within the Colleges, to embed consistent yet tailored student journey communications from enquiry through to application, conversion, acceptance and enrolment.
- ▶ Be knowledgeable on trends in student numbers, international student flows, and other data to capitalise on market dynamics.
- ▶ Oversee the quality standards in the area of digital campaigns in collaboration with the Head of Digital Marketing and Director of Marketing, working with the Executive Director on setting wider marketing standards of service.

Market Insight / Analysis

- ▶ Ensuring Aston University remains strategically well-positioned in the marketplace through engagement with the full cycle of qualitative and quantitative research that underpins marketing strategies and plans.
- ▶ Working with Market Research to provide College level market and competitor analysis advice to inform the annual review of fee setting and entry requirements for the university's courses.
- ▶ Ensure decisions on issues such as pricing and portfolio are insight-driven and return on investment is measured.

Marketing Leadership

- ▶ Lead the College and RKE marketing teams ensuring consistency in output, efficiency on spending and ensuring teams understand and utilise the latest marketing tools and technologies.
- ▶ Work in partnership with the 'hub' marketing teams (Digital Marketing, Market Research, Press and Communications, and Student Recruitment and Outreach) for specialist support.
- ▶ Work collaboratively with the directors of Admissions, Marketing and International departments to develop and implement co-ordinated strategies across the division, developing and delivering plans and cross-University projects arising from these and other groups.
- ▶ Departmental representative on a number of internal groups and committees, providing expert marketing and communications guidance to senior colleagues as a subject matter expert.

- ▶ Represent the University externally with multiple organisations, including local universities and colleges, to support overall University strategies.
- ▶ Manage complex projects with multiple stakeholders, leading on the marketing provision for cross-university and inter-University projects.

Team Leadership

- ▶ Direct leadership and development of three College marketing teams, covering marketing of UG/PG, home/ international and continuing professional development portfolio, as well as the RKE marketing team.
- ▶ Maintain and develop a high performing team with consistent working practices and a shared culture across these embedded teams.
- ▶ Management of an extensive annual marketing campaign budget, including allocating budget in line with strategy, ongoing monitoring and reconciliation, identifying savings and efficiencies and authorising spend.
- ▶ Responsible for identifying training and development needs for the College and RKE marketing teams, as well as liaising with relevant Schools/ departments to develop training for team members.
- ▶ Deputise for the Director of Marketing as required.

Profile and Reputation

- ▶ Be a lead brand ambassador for the teams and department ensuring adherence to brand standards across all channels
- ▶ Seek consistent improvement to overarching brand reputation at College and School levels, developing a narrowcast marketing strategy to deliver subject level performance
- ▶ Work collaboratively with colleagues in the Press and Comms, Marketing and Social Media teams to plan and prioritise the delivery of content to target audiences at the best time and through the most appropriate channels.
- ▶ Develop strong brand and reputation profiles for Colleges and Schools, driving visual and written marketing communication standards both online and offline
- ▶ Work with colleagues to develop consistent brand and reputation measures, both nationally and internationally, including work on league and reputation tables.

Additional responsibilities

- ▶ Engage in continuous personal and professional development in line with the demands of the role, including undertaking relevant training and development activities to develop themselves and support the development of others.
- ▶ Ensure and promote the personal health, safety and wellbeing of staff and students.
- ▶ Carry out duties in a way which promotes fairness in all matters and which engenders trust.
- ▶ Promote equality of opportunity and support diversity and inclusion as well as working to support the University's environmental sustainability agenda and practices.

Person specification

	Essential	Method of assessment
Education and qualifications	<p>Graduate in Marketing / Communications, English or related subject.</p> <p>Further qualifications in studies relating to leadership/ management.</p>	Application form
Experience	<p>A strong record in marketing ideally gained in both Higher Education and Commercial sectors. This should include the development of integrated marketing campaigns, and the formulation of marketing strategy.</p> <p>Experience of business planning and budget management.</p> <p>Proven experience of leading and motivating teams.</p> <p>Proven experience of managing staff to achieve targets and objectives.</p> <p>Experience of managing a complex change, such as embedding new teams and overseeing the implementation of major projects.</p> <p>Experience of devising and implementing marketing strategies based on data and customer insights.</p> <p>Experience of a range of social media.</p>	<p>Application form, interview</p> <p>Application form</p> <p>Application form and Interview</p> <p>Interview</p> <p>Application form and Interview</p> <p>Application form and Interview</p> <p>Application form</p>
Aptitude and skills	<p>Excellent English language and communication skills (e.g. delivering presentations) as well as strong influencing and negotiation skills.</p> <p>Outstanding writing, proofreading and editing skills.</p> <p>Strong interpersonal skills, including the ability to develop positive working relationships with a wide range of contacts, demonstrate tact and persuasiveness.</p>	<p>Application form, Interview</p> <p>Application form</p> <p>Interview</p>

	Essential	Method of assessment
	<p>Able to manage the completion of several tasks simultaneously, delegate appropriately and work well under pressure.</p> <p>Demonstrate positive leadership and management qualities.</p> <p>Interest and ability to coach and develop others to success.</p> <p>Embrace change and possess high levels of resilience.</p>	<p>Application form</p> <p>Application form and Interview</p> <p>Interview</p> <p>Application form</p>
	<p>Willingness to travel.</p> <p>Good awareness of strategic and financial issues facing HE.</p> <p>Commitment to, and understanding of, equal opportunities issues relating to staff and student matters within a diverse and multicultural environment.</p> <p>Demonstrable commitment to personal and professional development that enhances performance in the role.</p>	<p>Application form</p> <p>Application form</p> <p>Application form</p> <p>Application form</p>

	Desirable	Method of assessment
Education and qualifications	<p>Experience of managing and interpreting national HE data from HESA and NSS</p> <p>Experience of working with external stakeholders such as HEFCE/ UUK/ other HE and FE providers</p>	<p>Application form</p>

	Desirable	Method of assessment
Experience	CIM or other postgraduate marketing qualification	Application form and interview

Contact information

Enquiries about the vacancy:

Name: Fiona Kilker
Job Title: Director of Marketing
Tel: 0121 204 4146
Email: f.kilker@aston.ac.uk

Enquiries about the application process, shortlisting or interviews:

Recruitment Team via jobs@aston.ac.uk or 0121 204 4500.

Additional information

Visit our website <https://www2.aston.ac.uk/staff-public/hr> for full details of our salary scales and benefits Aston University staff enjoy

Salary scales: <https://www2.aston.ac.uk/staff-public/hr/payroll-and-pensions/salary-scales/index>

Benefits: <https://www2.aston.ac.uk/staff-public/hr/Benefits-and-Rewards/index>

Working in Birmingham: <https://www2.aston.ac.uk/birmingham>

Employment of Ex-Offenders: Under the Rehabilitation of Offenders Act 1974, a person with a criminal record is not required to disclose any spent convictions unless the positions they applying for is listed an exception under the act.

Eligibility to work in the UK:

Post-Brexit transition period / EU Settlement Scheme

The post-Brexit transition period ended on 31 December 2020. If you are an EU/EEA citizen and you were a resident in the UK before 31 December 2020, you and your family members (including non-EU citizens need to apply to the EU Settlement Scheme to continue to live, work and study in the UK beyond 30 June 2021. The deadline for applying to the EU settlement scheme is 30 June 2021. You can apply via the Government webpage <https://www.gov.uk/settled-status-eu-citizens-families>
Irish Nationals do not need to apply for settlement as they retain the right to work in the UK.

New immigration system for EU/EEA and Swiss Nationals who were not resident in the UK before 31 December 2020

A new immigration system has been introduced for people arriving in the UK from EEA countries with effect from 1 January 2021. In addition to those who have always required a visa, EU citizens moving to the UK to work will need to get a visa in advance. You can find more information on the following website. Candidates should check their eligibility to enter or remain in the UK in advance of making any job application via the UKVI website <https://www.gov.uk/browse/visas-immigration/work-visas>. Before applying you should ensure

that you meet the requirements, including meeting the English Language requirements. If you do not meet the eligibility criteria, any application for a work visa would be unsuccessful. If you require a visa to work in the UK the most common types of visa are:

Skilled Worker Visa

<https://www.gov.uk/skilled-worker-visa>

Global Talent Visa

If you are a leader or potential leader in one of the following fields you may be eligible to apply for a Global Talent Visa:

- Academia or Research
- Arts and Culture
- Digital Technology

Please click the following link for further information and to check your eligibility for this visa.

<https://www.gov.uk/global-talent>

Equal Opportunities: Aston University promotes equality and diversity in all aspects of its work. We aim to ensure, through our admissions policies for students, and our staff recruitment and selection processes that we encourage applications from all groups represented in the wider community at a local, national and international level.

The University will endeavour not to discriminate unfairly or illegally, directly or indirectly, against student or potential students, staff or potential staff. This commitment applies to all functions of the University and to any stage of an individual's career.

An Equal Opportunities Monitoring Form is included within the application form. Data you provide on the Equal Opportunities Monitoring Form will be included in a general database, for statistical monitoring purposes, enabling the University to monitor the effectiveness of its Policy, Codes of Practice and Guidelines on Equal Opportunities in Employment. Individuals will not be identified by name.

Data Protection: Your personal data will be processed in compliance with the Data Protection Act 2018 and the General Data Protection Regulation ((EU) 2016/679) ("GDPR"). The University's Data Protection Policy and Privacy Notices, including the Job Applicant Privacy Notice can be found at <https://www2.aston.ac.uk/data-protection>. Your application will only be used to inform the selection process, unless you are successful, in which case it will form the basis of your personal record with the University which will be stored in manual and/or electronic files. Information in statistical form on present and former employees is given to appropriate outside bodies.

Full details of our terms and conditions of service and associated policies and procedures are available online at <https://www2.aston.ac.uk/staff-public/hr/policies>

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aston.ac.uk



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gets real.**

