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**JOB DESCRIPTION**

# MARKETING DEPARTMENT

## POST: Head of Marketing and Student Recruitment

## REPORTING TO: Director of People and Communications

**GRADE:** £63,873 (SP 53) inclusive of LWA

RESPONSIBLE FOR: Marketing and Student Recruitment

LOCATION: Cross Group

PURPOSE OF JOB:

* To devise and lead the implementation of a marketing and public relations strategy which maximises awareness of United Colleges Group and expands the business of its members.
* To promote and enhance the reputation of the Group and its colleges, though active Public Relations
* To protect and enhance the existing college and training brands and successfully ensure all brands are synonymous with excellence and quality
* To lead on market research for the Group, to support it in making informed business decisions
* To grow student numbers through an effective school’s liaison strategy, appropriate marketing and keep warm campaigns.

**Reputation**

* Lead on the development and implementation of the Group’s Public Relations Strategy to safeguard and develop the reputation of the Group.

* Develop and maintain active and positive Press and social media coverage, actively managing media coverage to protect and enhance the reputation of the group and its brands
* Build on the reputation of City of Westminster College and College of North West London.
* Manage any crisis communication and public relations in conjunction with colleagues to minimise damage to the Groups reputation and/or that of its brands.
* Oversee Group and Brand primary publications and external communications, whilst enabling and guiding colleagues in the development of secondary publications and communication
* Ensuring the successes of the Group and its brands are effectively used to enhance its reputation and market its services

**Marketing**

* Develop reliable and accurate marketing information systems and data analytics (contacts, conversion rates, customer profiles, target market information, competitor research etc.) to inform marketing and resource decisions and the development of a robust Marketing Strategy
* Work with stakeholders to develop and implement a robust Marketing Strategy to enable the Group to meet its recruitment, strategic priorities and support the growth and development of the brands.
* Regularly review and appraise the effectiveness of Marketing campaigns and activities to ensure continual improvement and achieve effective results within the resources available
* Ensure the marketing team and campaigns utilise modern techniques and technology in their campaigns and stay abreast of communications technology

**Leadership and Management**

* Strong, supportive, clear, open and flexible leadership style that influences and motivates staff to work as effectively as possible to meet the needs of students
* Provide leadership on marketing, communications and contact centre matters, while ensuring that the service meets the needs of the Group and its brands
* Manage financial resources, in line with the Group’s financial regulations, to ensure that expenditure is appropriately focused to delivering the organisation’s strategic objectives and plan.
* Ensure compliance with and participation in health & safety processes and procedures to promote a safe working and learning environment for students and staff.
* Participate in the planning and delivery of personal and professional development that meets identified needs within your area of work.
* Ensure that the work of teams and individuals is planned, delegated, developed and evaluated within the quality and performance management processes, adopted by the Group.

NB. This job description is designed to outline a range of main duties that may be encountered. It is not designed to be an exhaustive list of tasks and can be varied in consultation with the post holder in order to reflect changes in the job or the organisation.

# E. PERSON SPECIFICATION

**Experience**

* A proven history of successfully leading the marketing and communication function in a similarly complex organisation
* A relevant qualification, preferably at degree level or above
* Proven experience of managing and enhancing a range of brands in a complex or large company or institution
* Demonstrable experience of using appropriate data and statistics to inform marketing campaigns and strategies
* Experience of working with a wide range of stakeholders to develop and implement an effective marketing strategy
* Proven experience of developing effective marketing campaigns (including digital), and using business successes to underpin these campaigns
* Experience of proactively managing public relations, and managing media coverage

**Skills and Abilities**

* An ability to foster strong and supportive relationships with colleagues across the Group
* The ability to lead a team of marketing professionals to support the implementation of the Group’s strategy and meet the needs of the Brands
* The ability to stray abreast of technological and communications advances and their application in Marketing and communication
* A skilled marketing professional with the ability to support the differing needs of the Group’s brands
* An ability to manage and commission market research to inform business decisions

**Successful candidates should demonstrate**

* Detailed knowledge and experience of contemporary marketing, PR and campaign techniques across a range of platforms relevant to the Group and its colleges client base

* Excellent finance and people management skills
* The ability to build effective and high performance customer focused teams
* An ability to interpret and review complex information to make informed decisions
* Outstanding communication, presentation and relationship building
* Exceptional influencing and networking skills.

***A copy of the College’s Management Behaviour Framework has been included in your pack. These behaviours are reflected in aspects of the Person Specification.***

* **An Enhanced Disclosure will be requested of the successful candidate.**
* **Disabled candidates meeting the essential criteria are guaranteed an interview.**
* **IMPORTANT NOTE TO APPLICANTS: You should ensure that your Supporting Statement (Section 7 of the application form) addresses each of the points contained in the person specification in turn.**