

Job Description

Employer: Innovative Educational Partnerships Limited (IEPL)

Job Title: Marketing Lead

Location: DMU London

Reporting to: Marketing – Head of Marketing with dotted line to Head of Business Partnering and Events

Grade F

Full time (37 hours per week)

	Duties of the role
Overall purpose of the role	<p>This role will co-ordinate, lead and deliver the creation, delivery and management of the university's marketing plans to support awareness raising and student recruitment for DMU London. This role will be based at the DMU London campus, with the occasional travel to DMU Leicester campus when required.</p> <p>This will include the development of marketing material, key print and online materials, web and digital activities, advertising, social media, communications, and content production, events and schools' engagement activity.</p> <p>Liaising with Academics, Business Partnering teams (BPs), Marketing, Communications teams, external suppliers and internal colleagues across DMU. The postholder will manage the planning, development and delivery of effective marketing and recruitment campaigns across a range of courses, channels and audiences to support DMU London's strategic and recruitment ambitions in both global and UK markets.</p> <p>To develop a high-level of subject understanding and oversee the planning and delivery of subject focused marketing, including supporting portfolio reviews and development.</p> <p>The role covers all global markets, to market postgraduate and any new course offerings for the future growth of DMU, as well as CPD or B2B marketing.</p>
Main duties and responsibilities	<p>Develop an annual, global and UK focused marketing and recruitment plan to meet agreed objectives and recruitment targets.</p> <p>Implement and deliver the annual marketing plan, campaigns and portfolio and events activities, ensuring they support the delivery of the agreed recruitment plans for DMU London.</p> <p>Monitor and evaluate performance against the UK/global marketing and recruitment plans and provide regular updates and recommendations to key stakeholders and at agreed committees and meetings.</p> <p>Work with Future Students, to ensure admissions and recruitment processes and activities are competitive and deliver an excellent applicant experience. Also, to utilise data and recruitment reporting to steer activities.</p> <p>Work with the BP team who manage the portfolio in Leicester, for consistency across subject</p>

Duties of the role

focused marketing and recruitment / portfolio review, expansion and development / committees.

Provide advice and guidance to DMU London senior leadership and wider stakeholders on matters relating to marketing, student recruitment and communications.

Support the scoping, commissioning and delivery of marketing, student recruitment and communications solutions through collaboration with Marketing and Communications teams, the International Office and wider teams. Ensure business requirements are understood and translated into appropriate briefs and projects.

Develop excellent stakeholder relationships and work in partnership to deliver projects and solutions, demonstrating a high standard of project management.

Input into the development of the university's corporate marketing and recruitment plans to ensure London plans support the achievement of the corporate plan as well as the campus objectives.

Understand and champion the distinctive London campus proposition, and how it complements the broader DMU offering. Take the proposition into compelling communications, marketing and recruitment activities.

Working with Market Insight, support the review and evolution of marketing, recruitment and course development plans through market research and market testing.

Working with Future Students, develop and oversee delivery of effective schools' engagement activity as needed, building brand awareness for DMU in key markets.

Ensure all marketing activities are of the highest quality, on brand, on budget and appropriate for the target audience.

Ensure London has an appropriate and consistent look and feel within the DMU brand portfolio and input into brand development when required.

Ensure high quality, innovative and effective digital and multimedia content is produced in line with the wider marketing team to support marketing and recruitment campaigns, working with Marketing, Web & Digital and Communications teams as required.

Working closely with colleagues, develop, create, and manage engaging and relevant content across relevant social media platforms. Also, to understand audiences and their use of different social channels, be up to date on emerging channels and able to advise colleagues on trends.

Work closely with the Communications team to build the profile of DMU London and its academics, and wider public engagement and brand building activities.

Work closely with the Events team, lead on the planning and delivery of key events for DMU London, including Open Days, and other student recruitment and marketing events.

Be constantly aware of and informed about issues critical to marketing and student recruitment, and have an understanding of wider social, economic, cultural and political issues that could affect the marketing and recruitment performance both in the UK and overseas. To be an expert in innovations in marketing practice and share expertise with colleagues.

Utilise DMU's CRM systems and processes to ensure that the quality, appropriateness and volume of data capture enables markets to be segmented and activities targeted for maximum effect and

Duties of the role

value for money.

Manage the London marketing budget ensuring adherence to the University's financial regulations. To authorise spending of up to £10,000.

Offer outstanding leadership and management of the London marketing team, and wider colleagues and student ambassadors.

This role will be required, on a pre-agreed basis, to support the facilitation of a range of university events and recruitment activities. This may be outside the university's core operating hours, 8am-8pm Monday to Friday.

To participate in key institutional events and initiatives as required (i.e., clearing, graduation, induction)

To undertake travel to DMU Leicester as required, as well as other occasional travel to support domestic and international marketing and recruitment, as needed.

Other

To undertake such other duties commensurate with the level of post and as may be required from time to time by your line manager (or dotted line manager) in order to maintain efficient and effective operations.

This job description reflects the main duties and responsibilities of the post.

Treat all DMU staff, students, contractors and visitors with dignity and respect. Provide a service that complies with the Equality Act 2010, eliminating unlawful discrimination, advancing equality of opportunity and fostering good relations with particular attention to the protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief (or none), sex and sexual orientation.

All members of staff are responsible for their contribution to improved environmental performance and in reducing greenhouse gas emissions at DMU. It is therefore required that all members of staff are aware of how the Environmental Policy relates to their own role at the University. Staff conduct must reflect the values inherent in the Environmental Policy and where required staff must cooperate with environmental compliance and conformance requirements to help minimise our emissions to air, water and land.

Person Specification

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Area of responsibility	Requirements	Essential or desirable	*Method of assessment			
			A	I	T	D
Qualifications and training	Educated to degree level or equivalent	Essential	X	X		X
	Professional marketing qualification	Desirable	X	X		X
Previous work experience	Significant experience of working in marketing	Essential	X	X		
	Experience of working in Higher Education in global and UK markets	Desirable	X	X		
	Experience of working to engage schools	Desirable	X	X		
	Staff management experience	Essential	X	X		
	Demonstrable experience in delivering high quality and innovative marketing solutions	Essential	X	X	X	
	Budget management experience, working with marketing spend and management of budget owners	Essential	X	X		
	Significant experience in working with external media providers and suppliers	Essential	X	X		
	Experience in working across teams and strong ability to persuade and influence colleagues	Essential		X		
	Good working knowledge of using web/digital media across marketing projects	Essential	X	X		
	Experience in analysing data and using this to inform decision making/management information reports	Essential	X	X		

	Experience in influencing different target audiences (internal and external) including senior stakeholders and partners	Essential			X	X		
Specific knowledge, skills, abilities, motivations, attitude required	Significant understanding of the UK and overseas student markets		Desirable	X	X	X		
	Experience using Customer Relationship Management systems	Essential		X	X			
	Knowledge of UK Higher Education recruitment cycles, admissions and processes		Desirable		X	X		
Additional requirements	Willingness and ability to work irregular hours (evening and weekends) as required and travel in UK and overseas, as needed.	Essential			X			
Our Values and Behaviours at DMU								
We are Collaborative – we work together to get things done	We support each other to achieve joint outcomes We understand how our work contributes to DMU We are aware of our personal impact on others	Essential			X	X		
We are honest and Compassionate	We are open, honest and caring We work on a trust basis We hold ourselves accountable for our actions	Essential			X	X		
We are innovative and Creative	We constantly strive for better We challenge bureaucracy and explore digital solutions We are innovative and creative	Essential			X	X		
We are a community – we value and champion difference	We embrace alternative views We treat others with respect We tackle inequalities	Essential			X	X		

***A = Application Form; I = Interview; T = Test; D = Documentary Evidence**