

Job detail

(Overview, role detail and person specification)

Directorate of Marketing, Recruitment & External Relations

Assistant Marketing Manager – Grade 6

Role title: Assistant Marketing Manager

Reports to: Marketing Manager

Role detail

Reporting to the Marketing Manager and in close collaboration with MRER colleagues, you will support the delivery of marketing plans to internal clients across the university, with emphasis on creativity, innovation, efficiency and return-on-investment. Key target markets include potential students' home/EU and international, undergraduate (UG) and postgraduate (PG) and their influencers, business and industry, the academic research community and the Salford regional community.

You will work within a dedicated budget and work with agencies as required, to deliver against both University-wide and school-specific KPIs. Your remit will span all aspects of marketing including event promotion and content generation in support of brand awareness and research profile.

You will have relevant experience across the full marketing mix, with particular emphasis on the delivery of integrated, measurable solutions in the digital and social media space.

Responsibilities

- Work closely with MER colleagues to deliver marketing plans and activities to support institutional and school-level KPIs.
- Support the Marketing Manager to develop and evolve dedicated marketing plans in the context of the student recruitment cycles, analysing performance data to identify subject areas or programmes in need of particular marketing investment.
- Develop, evolve and regularly test an intuitive hierarchy of marketing messages and essential information for segmented target audiences; tailor specific messages and information to increase brand awareness.
- Develop and deliver market engagement strategies to support school academic research agendas.
- Identify and proactively respond to opportunities for marketing collaboration, cross-fertilisation and co-production across schools and external partnerships as appropriate.
- Work in close collaboration with colleagues across professional services, particularly the communications and advancement teams, in order to most effectively integrate, align and measure all external relations marketing activity.
- Utilise competitor analysis across regional, national and international markets, evaluate and apply insight to ensure market-led solutions, highlight university and school opportunities at both strategic and tactical levels.
- Demonstrate an enterprising and integrated approach to marketing which spans the marketing mix including traditional, digital and social media channels and evolving technologies.

- Engage key internal stakeholders to ensure a shared understanding and ownership of school and institutional marketing plans; establish and grow collaborative networks to ensure sharing of best practice, information and content.
- Ensure quality, consistency and efficiency across all marketing platforms and activity.
- Project manage University marketing campaigns as directed by the Marketing Manager.
- Responsibility for Institutional and School specific campaign management across multiple marketing channels.

Administrative

- Pursue a professional interest in the national and international higher education (HE) sector, providing insight to school stakeholders with regard to emerging marketing innovation, trends and developments.
- Proactively develop the necessary skills and expertise to support the use of the latest marketing technologies; anticipate and respond to changing demands.
- Proactively engage in professional development to ensure advancement of professional skills and knowledge.
- Comply with the personal health and safety responsibilities specified in the university health and safety policy.
- Engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role.
- Promote equality and diversity for students and staff and sustain an inclusive and supportive study and work environment in accordance with University policy
- Be an active brand guardian for the university's core proposition and values, ensuring adherence to agreed criteria and guidelines for visual identity, content, tone and style
- Commit to active participation in the wider life of the university. This involves volunteering at university-wide events such as graduation, open days etc.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your contract of employment.

Person specification

Qualifications

	The successful candidate should have:	Essential/ Desirable	Tested by* A, I, P, T
1	A first degree or equivalent	Essential	A
2	A professional or postgraduate qualification in a relevant discipline	Desirable	A

Background and experience

	The successful candidate should have:	Essential/ Desirable	Tested by* A, I, P, T
3	A demonstrable record of excellent management of projects, and resources	Essential	A, I
4	A demonstrable record of delivering across the full marketing mix, segmenting and targeting different and complex audiences to meet targets	Essential	A, I
5	Experience of HE or similar education marketing environment	Desirable	A, I
6	Experience of working successfully on projects which have a wide range of stakeholders with varying interests	Desirable	A, I

Knowledge

	The successful candidate should have demonstrable knowledge of:	Essential/ Desirable	Tested by* A, I, P, T
7	The effective use of digital and social media as part of the marketing mix	Essential	A, I
8	The dynamics of higher education and academic endeavour	Desirable	A, I
9	International and UK trends in HE marketing (UG and PG)	Desirable	A, I

Skills and competencies

	The successful candidate should demonstrate:	Essential/ Desirable	Tested by* A, I, P, T
10	A track record of delivering effective, integrated marketing projects to meet clear KPIs	Essential	A, I
11	Personal credibility and the ability to gain confidence and trust at all levels within the organisation	Essential	A, I
12	The ability to evaluate stakeholder requirements, prioritise projects effectively and deliver multiple projects to timeframe and budget	Essential	A, I
13	Strong networking skills and the ability to build effective relationships	Essential	A, I
14	Excellent communication and presentation skills	Essential	A, I
15	Excellent IT skills within the Microsoft Office suite of products	Essential	A, I
16	A results-oriented approach with focus on quality efficiency and ROI	Essential	A, I

***A = Application form, I = Interview, P = Presentation, T = Test**

Details of any assessments required will be provided in the invitation to interview letter.

Candidate guidance

In order to fully meet the essential criteria, candidates must show clear evidence of how they meet the criteria. Simply stating that you have a skill or experience in an area is not sufficient. You must provide a clear example to show you have met each of the criteria you address.