Marketing Campaigns Manager

Department:  External Relations – Marketing, Recruitment, Admissions and Outreach (MRAO)
Hours of work:  37 a week / Full time
Contract type:  Open
Salary:  £40,322 - £49,553 a year / Grade 7
Introduction

The recently formed Marketing, Recruitment, Admissions and Outreach team makes up part of the External Relations Directorate and has around 110 people working on Admissions, Widening Participation, Access and Outreach, Schools and Colleges Liaison (SCL) and Marketing.

The Student Recruitment and Marketing team within MRAO are tasked with developing strategies that help shape the University’s future student populations in the Home and EU regions by attracting and retaining the best students, regardless of their backgrounds.

Main purpose of the role

The primary aim of this role is to develop, implement and manage complex operational plans across the marketing mix in order to maximise student recruitment for the University of York. The post-holder will lead on the development, implementation and measurement of integrated marketing campaigns to support student recruitment and conversion with key target audiences. These campaigns will reflect York’s strategic priorities around student volume, quality and diversity as well as championing student voice and peer to peer recommendation.

Taking a leadership role you will be the primary figure responsible for York’s central advertising and conversion campaigns, from initial idea generation through to delivery and subsequent assessment. You will lead a team which is responsible for a wide range of digital communications and other marketing assets, planning and co-ordinating the production of these assets for maximum impact. You will ensure York’s campaigns are creative and impactful and that they feature the most appropriate media to appeal to our different target audiences. You will possess an excellent understanding of the different student journeys to York and will be able to take an agile approach to adapt our campaigns based on new customer insights or changing institutional priorities. Reporting to the Head of Student Recruitment and Marketing you will also work closely with other senior figures in Marketing, Recruitment, Admissions and Outreach (MRAO) as well as colleagues in the wider External Relations team and colleagues based in Faculties. You will ensure all campaigns support key elements of the University’s new strategy and reinforce institutional branding for maximum impact.

The post-holder will line manage central content team leaders, providing outstanding leadership and will play a significant role in the development of a high performing culture across MRAO. They will have responsibility for a range of student recruitment outputs and materials including:
- Creative campaign development
- Student recruitment publications
- Digital and web campaign content
- Market insight and analysis around campaigns

The ideal candidate will have extensive experience of managing multiple campaigns in a high pace environment, with a history of successfully integrating social media campaigns with more traditional channels. They are likely to have a track record of creating and managing digital content and online communities for a large organisation or well-known brand and of managing creative teams. They must also be able to work consultatively with a wide range of internal stakeholders to understand
their requirements and to help them achieve their recruitment goals. They will have extensive experience of developing plans to get the most out of the available resource, whilst fostering a positive working environment and adaptable team culture. They will also have the opportunity to work with external creative agencies and other media partners to support the work of internal teams, capitalise on the benefits of specialist skills and to drive forward campaign innovation.

**Key responsibilities**

(Role holders will be required to undertake some or all of the duties below)

**Campaign & Content Development**

- Develop, implement and manage a range of creative multichannel marketing campaigns across key audiences under the guidance of the Head of Student Recruitment and Marketing and the Director of Marketing, Recruitment, Admissions and Outreach (MRAO).

- Liaise with colleagues across the University to develop integrated on and offline marketing campaigns, taking the lead on content development and co-ordination.

- Check various outputs to ensure accuracy and that York’s tone of voice is within brand guidelines and appropriate for both media and target audience.

- Develop insight-led marketing briefs for digital content (including video), campaigns and print publications (including prospectuses), to support the objectives of the student recruitment marketing strategy, including brand repositioning.

- Serve as the Product Manager for any requests for student recruitment marketing campaigns, providing advice and guidance for marketing activities involving the Content teams.

**Data, Reporting, Intelligence and Benchmarking**

- Evaluate all campaign activity using robust metrics, making rapid insight-informed adjustments when required to achieve campaign goals.

- Provide regular campaign feedback to key stakeholders, where appropriate making strategic or other campaign recommendations to relevant departments to improve performance and increase return on investment (ROI).

- Develop and maintain a strong awareness of competitor recruitment while also keeping abreast of new marketing techniques, channels or media to promote York to its different target audiences.

- Keep up to date with and understand student sentiment across all student audiences to ensure communication messaging resonates and is impactful.

- Monitor competitor campaign activity and the effectiveness of York’s activity in relation to similar competitors as well as the wider sector.
• Support in the roll out and implementation of the CRM system across content and campaigns including marketing automation, lead gathering and reporting.

**Line Management, Budget and External Suppliers**

• Line manage the central content teams, helping team leaders and their teams to work in an agile, creative and high impact fashion, prioritising work and resource for maximum benefit and making sure all work is supportive of the University’s marketing and recruitment strategies.

• Foster a positive, confident and enthusiastic team environment with good staff morale, motivation and a versatile and collaborative approach to working.

• With oversight from the Head of Student Recruitment and Marketing, manage the campaign marketing budget, ensuring campaign advertising expenditure and associated production costs are carefully planned and tracked.

• Assess new opportunities for both media and suppliers, ensuring the correct purchasing and other procedures are followed for any content or campaign specific initiatives.

• Act as the primary point of contact with York’s media buyer and advertising agency(s), ensuring key partners and suppliers are fully briefed on our campaign needs and that robust processes are in place to manage these relationships.

• Work closely with colleagues in MRAO and in other parts of External Relations (particularly Communications) to ensure the timely development of creative content, progressing campaign technical innovation and to follow best practice around design and adherence to legal (CMA) and accessibility requirements.

**Planning and Strategy Implementation**

• Work closely with the Head of Student Recruitment and Marketing and Faculty Marketing Managers to plan and prioritise annual campaign activity and to ensure campaign messaging and timings are appropriate for the student journey, support other student recruitment activities and address any specific communication needs.

• Provide input into the wider University Marketing and Recruitment Strategy and recommend new and emerging opportunities for improvement.

• Maintain awareness of the internal and external marketing environment, including any potential opportunities or risks for the University, to support evidence-based campaign decision making.

• Deputise for the Head of Student Recruitment and Marketing on matters relating to marketing as required.

• The above list of duties is not exhaustive and is subject to change. The post holder may be required to undertake others duties within the scope and grading of the post.
## Person specification

<table>
<thead>
<tr>
<th>Qualifications</th>
<th>Essential / Desirable</th>
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<tbody>
<tr>
<td>A good honours degree or equivalent relevant experience</td>
<td>Essential</td>
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<tr>
<td>Master’s degree and/or additional professional certification in marketing (Such as CIM, IDM etc.)</td>
<td>Essential</td>
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### Knowledge

| Demonstrable understanding of the principles, terminology, procedures and best practices of marketing | Essential |
| Working knowledge of effective online and offline channels (including social) to target specific groups of young people and their influencers | Essential |
| An understanding of relevant regulations, legislation and national codes of practice relating to marketing | Essential |
| Knowledge of the field of student recruitment for home and international UG and PG students | Desirable |

### Skills, abilities and competencies

| Excellent communication and interpersonal skills with evidence of building effective working relationships with wide-range of people of differing backgrounds and levels of seniority | Essential |
| Ability to collaborate, delegate and maintain oversight of delivery so that tasks and collaborative projects are completed on time | Essential |
| Highly developed influencing and negotiation skills; able to gain the confidence of stakeholders | Essential |
| Ability to develop and instil a target-driven culture | Essential |

### Experience

| Experience of developing and delivering marketing strategies to increase quantity (and or quality/other characteristic) of a particular target audience by running defined multichannel campaigns | Essential |
| Demonstrable ability to develop and evaluate the success of marketing campaigns | Essential |
| Experience of developing creative content across digital and traditional channels to deliver targeted marketing campaigns | Essential |
Skilled team leader / people manager who is able to work effectively to manage others and themselves on multiple and concurrent projects

**Essential**

Proficient in Google Apps, Microsoft Office and other computer and internet-based tools used for communications

**Essential**

Has a good grasp of relevant planning and budgetary processes with the ability to manage budgets and contracts for goods and services

**Essential**

Experience of leading, managing and motivating others to achieve results

**Essential**

Experience implementing and managing customer journeys through a CRM system

**Essential**

**Personal attributes**

Creativity in relation to running marketing campaigns and to solve problems

**Essential**

Highly motivated self-starter with proven ability to work across multiple projects and to lead a team

**Essential**

A flexible, adaptable outlook and with willingness to work extended hours, including evenings and weekends and to work independently as necessary

**Essential**

Excellent organisational and time management skills, while managing competing priorities and hitting deadlines

**Essential**

Excellent interpersonal, negotiating and communications skills, with the ability to work across University departments

**Essential**