

# Job Description and Person Specification

Last updated: November 2022

## JOB DESCRIPTION

Post title:	<b>Marketing Manager – Postgraduate</b>		
Standard Occupation Code: (UKVI SOC CODE)	TBC 242X – Depends on Specialist Area and Key Accountabilities		
School/Department:	Global Recruitment and Admissions (GRA)		
Faculty:	Student Experience Directorate (SED)		
Career Pathway:	Management, Specialist and Administrative (MSA)	Level:	4
*ERE category:	n/a		
Posts responsible to:	Head of Marketing Campaigns		
Posts responsible for:	Marketing Coordinator		
Post base:	Office-based (see job hazard analysis)		

### Job purpose

To manage and coordinate the provision of marketing activity to support the recruitment of numbers and quality of postgraduate (PG) students according to the University Strategy and Student Recruitment Strategy within Global Recruitment and Admissions (GRA).

To do this by taking the lead on development of the PG campaign plan and managing its implementation with a focus on strategic priorities and to deliver against student number plans for UK, Overseas and Progression.

To be responsible for the competitive position of the University at PG level and to reach target audiences, both Home and Overseas.

Liaise with the faculty marketing team and regional international officers to ensure the right focus of subject to region.

Key accountabilities/primary responsibilities	% Time
1. To analyse information and data to support development of the campaign plan for PG students to place the University in a strong market position making a clear proposition to prospective students. Work with external creative agencies to develop the campaign	30 %
2. Take the lead on campaign delivery working in close contact with the media agency. Brief the PG campaign to the agency and ensure the campaigns are implemented effectively. Fully understand the stages in the cycle for differing PG audiences and ensure campaigns are launched on time, on budget and monitored.	30 %

Key accountabilities/primary responsibilities		% Time
3.	To understand the target audience and how to reach them efficiently and work with the agency on the best use of channels through the cycle from early awareness to final acceptance. To understand the differing needs across PG Home, PG International and PG progression and ensure the appropriate balance in the campaign to deliver objectives.	20 %
4.	To report on market and campaign performance and activity to improve performance by making recommendations and changes to the next campaign as relevant.	5 %
5.	To manage the work of the marketing coordinators and work in liaison with all the Faculty Marketing officers and the Marketing Officer - International	5 %
6.	Contribute, as a member of the Student Recruitment Marketing and Events Team towards broader initiatives to ensure and implement an excellent applicant and student experience. Participate in cross-functional activities such as international student registration, open days and student recruitment events, confirmation and clearing.	5 %
7.	Any other duties as allocated by the line manager following consultation with the post holder.	5 %

#### Internal and external relationships

Key relationships within faculty

External customers particularly prospective students and teachers

#### Special Requirements

Demonstrate Southampton University behaviours (Embedding Collegiality – see below).

## PERSON SPECIFICATION

Criteria	Essential	Desirable	How to be assessed
Qualifications, knowledge and experience	<p>Skill level equivalent to achievement of HND, Degree, NVQ4 or basic professional qualification in marketing</p> <p>Either a degree in a relevant discipline (Marketing/Business) or having worked as a marketing officer and gained the relevant experience</p> <p>Proven experience of planning and progressing marketing activities delivering to an agreed marketing plan</p> <p>Understanding how marketing can add value and support the objectives of the University.</p> <p>Able to apply an awareness of principles and trends in marketing and an awareness of how this affects activities in the University.</p>	<p>Membership of CIM</p> <p>Previous experience in the HE or another public sector</p> <p>Specific campaign development and delivery experience</p>	
Planning and organising	<p>Able to develop a campaign plan based on data and insight</p> <p>Able to seek opportunities to progress a broad range of activities within professional guidelines and in support of University policy.</p>	<p>Experience of implementation of a marketing plan and multi-faceted aspects of one plan</p> <p>Evidence of agile working and being responsive to market conditions during the life of a marketing plan</p>	
Problem solving and initiative	<p>Able to develop understanding of long-standing and complex problems and to apply professional knowledge and experience to solve them.</p>	<p>Ability to develop fast and accurate solutions to arising issues</p>	
Management and teamwork	<p>Able to proactively work with colleagues in other work areas to achieve outcomes.</p> <p>Able to delegate effectively, understanding the strengths and weaknesses of team members to build effective teamwork.</p> <p>Able to formulate development plans for own staff to meet required skills.</p>	<p>Evidence of ability to influence and lead associated operational teams</p>	
Communicating and influencing	<p>Able to provide accurate and timely specialist guidance on complex issues.</p> <p>Able to use influencing and negotiating skills to develop understanding and gain co-operation.</p>		
Other skills and behaviours	<p>Proficiency in partnership working, understanding competing priorities and ensuring mutual benefit.</p>		
Special requirements			

# JOB HAZARD ANALYSIS

## Is this an office-based post?

<input checked="" type="checkbox"/> Yes	If this post is an office-based job with routine office hazards (eg: use of VDU), no further information needs to be supplied. Do not complete the section below.
<input type="checkbox"/> No	If this post is not office-based or has some hazards other than routine office (eg: more than use of VDU) please complete the analysis below. Hiring managers are asked to complete this section as accurately as possible to ensure the safety of the post-holder.

## - HR will send a full PEHQ to all applicants for this position. Please note, if full health clearance is required for a role, this will apply to all individuals, including existing members of staff.

ENVIRONMENTAL EXPOSURES	Occasionally (<30% of time)	Frequently (30-60% of time)	Constantly (> 60% of time)
Outside work			
Extremes of temperature (eg: fridge/ furnace)			
## Potential for exposure to body fluids			
## Noise (greater than 80 dba - 8 hrs twa)			
## Exposure to hazardous substances (eg: solvents, liquids, dust, fumes, biohazards). Specify below:			
Frequent hand washing			
Ionising radiation			
<b>EQUIPMENT/TOOLS/MACHINES USED</b>			
## Food handling			
## Driving university vehicles(eg: car/van/LGV/PCV)			
## Use of latex gloves (prohibited unless specific clinical necessity)			
## Vibrating tools (eg: strimmers, hammer drill, lawnmowers)			
<b>PHYSICAL ABILITIES</b>			
Load manual handling			
Repetitive crouching/kneeling/stooping			
Repetitive pulling/pushing			
Repetitive lifting			
Standing for prolonged periods			
Repetitive climbing (ie: steps, stools, ladders, stairs)			
Fine motor grips (eg: pipetting)			
Gross motor grips			
Repetitive reaching below shoulder height			
Repetitive reaching at shoulder height			
Repetitive reaching above shoulder height			
<b>PSYCHOSOCIAL ISSUES</b>			
Face to face contact with public			
Lone working			
## Shift work/night work/on call duties			

## Appendix 1. Embedding Collegiality

Collegiality represents one of the four core principles of the University; Collegiality, Quality, Internationalisation and Sustainability. Our Southampton Behaviours set out our expectations of all staff across the University to support the achievement of our strategy.

All staff	Behaviour
Personal Leadership	I take personal responsibility for my own actions and an active approach towards my development
	I reflect on my own behaviour, actively seek feedback and adapt my behaviour accordingly
	I show pride, passion and enthusiasm for our University community
	I demonstrate respect and build trust with an open and honest approach
Working Together	I work collaboratively and build productive relationships across our University and beyond
	I actively listen to others and communicate clearly and appropriately with everyone
	I take an inclusive approach, value the differences that people bring and encourage others to contribute and flourish
	I proactively work through challenge and conflict, considering others' views to achieve positive and productive outcomes
Developing Others	I help to create an environment that engages and motivates others
	I take time to support and enable people to be the best they can
	I recognise and value others' achievements, give praise and celebrate their success
	I deliver balanced feedback to enable others to improve their contribution
Delivering Quality	I identify opportunities and take action to be simply better
	I plan and prioritise efficiently and effectively, taking account of people, processes and resources
	I am accountable, for tackling issues, making difficult decisions and seeing them through to conclusion
	I encourage creativity and innovation to deliver workable solutions
Driving Sustainability	I consider the impact on people before taking decisions or actions that may affect them
	I embrace, enable and embed change effectively
	I regularly take account of external and internal factors, assessing the need to change and gaining support to move forward
	I take time to understand our University vision and direction and communicate this to others