

Job Description and Person Specification

Last updated: January 2022

JOB DESCRIPTION

Post title:	Marketing Manager – Subject Advertising & Social Media		
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 be responsible for subject level advertising and social media promotion at subject level
 To support faculty objectives by taking the lead on development of the subject level advertising plan and managing its implementation with a focus on strategic priorities and to deliver against student number plans.
 To be responsible for supporting the competitive position of the subject within market and promoting the subject's key selling points to attract and convert students using relevant channels and social media.

Key accountabilities/primary responsibilities	% Time
1. To collate the faculty demand for subject level advertising and analyse information and data to support development of the advertising plan. Brief the agency to ensure minimum self-competition and maximum efficiency. Manage its implementation through the cycle from awareness to conversion.	40 %
2. 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 monitor performance and feedback to Marketing Officers and propose optimum spend and targeting	25 %
3. To work in conjunction with the Search Engine Optimisation SEO and Pay per Click (PPC) roles in the Digital User Experience team to ensure efficiency and monitoring of activity to result in optimum performance	15 %
4. To propose use of social media channels for subject level promotion and agree this in faculty and then implement the plan in conjunction with the central social media team	5 %

Key accountabilities/primary responsibilities		% Time
5.	To report within faculty on market performance and activity to show how outcomes are affected and achieved.	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 and especially with Marketing Officers
 Collaboration with Digital User Team and Social Media team
 Work in conjunction with campaigns team and agency

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>Specific campaign development and delivery experience in digital channels, PPC and SEO and/or social media channels</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			
EQUIPMENT/TOOLS/MACHINES USED			
## 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)			
PHYSICAL ABILITIES			
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			
PSYCHOSOCIAL ISSUES			
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