

Job Description and Person Specification

Last updated: January 2022

JOB DESCRIPTION

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|---|--|--------|---|
| Post title: | Marketing Manager (Research & Enterprise) | | |
| Standard Occupation Code: (UKVI SOC CODE) | TBC 242X - Depends on Specialist Area and Key Accountabilities | | |
| School/Department: | Communications | | |
| Faculty: | Engagement & Advancement (E&A) | | |
| Career Pathway: | Management, Specialist and Administrative (MSA) | Level: | 4 |
| *ERE category: | n/a | | |
| Posts responsible to: | Head of Marketing (Research & Enterprise) L5 | | |
| Posts responsible for: | Marketing Coordinator (Research & Enterprise) L3 | | |
| Post base: | Office-based/Non-Office-based (see job hazard analysis) | | |

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| Job purpose |
| <p>To manage and coordinate the provision of marketing activity to support the income growth of academic enterprise units and research impact according to the University Strategy and Research & Enterprise strategic plans within Communications.</p> <p>To do this by supporting the promotion of a small portfolio of academic enterprise units in targeted markets and utilisation of marketing plans and activities to promote the reputation of the University's research and enterprise.</p> <p>By working proactively internally and externally with academic and Professional Services staff across the portfolio, deliver activities which aim to improve market share, increase income, and increase awareness of the academic subjects and their enterprise and knowledge leadership.</p> |

| Key accountabilities/primary responsibilities | % Time |
|---|--------|
| 1. Undertake necessary research to assess market needs and refine the value proposition for each enterprise unit in order to deliver against both growth and quality objectives. | 30 % |
| 2. Take the lead on delivering local marketing plans working in close contact with relevant design and media agencies. Brief agencies and ensure that marketing activities are implemented effectively. Fully understand the stages in the client acquisition pipeline and ensure campaigns are launched on time, on budget and monitored. | 30 % |
| 3. To understand the target audience and how to reach them efficiently and work with agencies and colleagues on the best use of channels through the client acquisition pipeline from early awareness to contract agreement. Liaise with other university operational teams to be efficient and effective through the client journey and ensure their needs throughout the journey are met. | 20 % |

| Key accountabilities/primary responsibilities | | % Time |
|---|--|--------|
| 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 in support of campaign delivery and to work in liaison with the Communications team to ensure consistency between campaign and subject level promotion and a seamless join. | 5 % |
| 6. | Contribute, as a member of the Research & Enterprise Marketing Team towards broader initiatives to ensure and implement an excellent client experience. Participate in cross-functional activities such as industry sector events, interdisciplinary innovation days, and key student recruitment events. | 5 % |
| 7. | Any other duties as allocated by the line manager following consultation with the post holder. | 5 % |

| Internal and external relationships |
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| Key relationships with Enterprise Unit colleagues, all Comms teams, incl. Digital User Experience, Social Media, Brand and PR, Research and Innovation Services colleagues, Collaboration with colleagues in Student Recruitment Marketing & Events. |

| Special Requirements |
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| Frequent evening and weekend work in line with University calendar. A willingness to travel within the UK with the occasional overnight stay. 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</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 B2B marketing</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> | | |

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| Special requirements | | | |
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JOB HAZARD ANALYSIS

Is this an office-based post?

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| <input 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 checked="" 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 | x | | |
| 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 | x | | |
| 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 |