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| Last updated: | February 2022 |

**JOB DESCRIPTION**

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| Post title: | **Associate Director, Research & Enterprise Marketing** | | |
| Standard Occupation Code: (UKVI SOC CODE) | TBC – (113X) – Depends on Specialist Area | | |
| School/Department | Communications & Marketing | | |
| Faculty: | Engagement & Advancement |  |  |
| Career pathway: | Management, Specialist and Administrative (MSA) | Level: | 6 |
| Posts responsible to: | Director of Communications & Marketing | | |
| Posts responsible for: | 1 x L5 Head of R&E Marketing, 3 x L4 R&E Marketing Managers, 1 x L3 R&E Marketing Officer | | |
| Post base: | Office-based (see job hazard analysis) | | |

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| Job purpose |
| The successful leadership, development and delivery of strategic marketing activities that further the reputation and growth of the University’s Research and academic Enterprise units in line with the organisation’s strategic objectives and values. |

| Key accountabilities/primary responsibilities | | % Time |
| --- | --- | --- |
|  | Lead, develop and deliver integrated corporate marketing activities/campaigns that effectively deliver the targets of our key performance indicators. Implement clear priorities and metrics to assess the efficacy of all marketing activities and adjust plans, in-cycle, to optimise performance as necessary. | 30 % |
|  | Responsible for the development of the University’s three-year research and enterprise strategic marketing plan in conjunction with the Director and other senior colleagues. Continuously review competitor and non-HE marketing trends to identify new opportunities and ensure that the University is a market leader. | 15 % |
|  | Ensure that faculties have marketing plans for key research and enterprise units and that they are optimal for their designated markets, making full use of holistic, corporate marketing opportunities, best practice and economies of scale. | 10 % |
|  | Work closely with relevant leaders in faculties and professional services to seamlessly deliver marketing activities that meet user needs in each of our target markets and deliver the University objectives. | 10 % |
|  | Provide direct line management, support and lead the formation of the new research and enterprise marketing team to bond as a unit within the wider department, and provide a flexible, resilient, innovative and highly effective service. | 10 % |
|  | Proactively provide strategic marketing advice and support to the University Executive Board and faculty leadership teams to further the credibility, importance and effectiveness of marketing to the reputation and economy of the University. | 10 % |
|  | Work closely with the Associate Directors Corporate Communications and Digital User-Experience to ensure the application and integration of the University’s brand across all on and offline channels. | 5 % |
|  | Manage the corporate marketing budget and any delegated enterprise unit budgets (circa £200k in first year) to ensure value for money. Ensure that the procurement of marketing goods and services meets University regulations. | 5 % |
|  | Undertake any other appropriate duties as directed by the Director of Communications & Marketing. | 5 % |

| Internal and external relationships |
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| University senior leadership, staff within all Faculties and professional services, in particular:  Associate Deans Research and Enterprise  Directors of enterprise units  Research and Innovations Services (RIS)  Associate Director Student Recruitment Marketing & Events  Office of Development & Alumni Relations  Plus:  External business clients (customers)  External suppliers  Peer colleagues in other HEIs. |

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

**PERSON SPECIFICATION**

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| Criteria | Essential | Desirable | How to be assessed |
| Qualifications, knowledge and experience | Skill level equivalent to achievement of a professional qualification or postgraduate degree in marketing  Strong business orientation, including demonstrable negotiation skills with internal and external stakeholders.  Demonstrable experience of working at senior/board level.  Good knowledge and experience of successfully building and managing a team through change  Experience of brand management  Experience and understanding of Higher Education marketing | Experience of providing successful consultancy advice and facilitation to clients.  Member of CIM with Chartered status or equivalent experience  Experience of successfully bringing teams together to manage activities for the project life cycle  Proven and demonstrable experience of developing integrated marketing plans utilising the full communications mix | CV  CV  CV  CV/Interview  CV/Interview  CV/Interview  CV/Interview  CV  CV/Interview  CV/Interview |
| Planning and organising | Able to plan and organise individual and team activity with an appreciation of longer term issues, ensuring plans complement and feed into broader operational plans  Strong project management skills and coordination of a number of stakeholders and simultaneous projects in sometimes complex relationships and to multiple deadlines  Ability to take a strategic view in a fast-moving and dynamic environment  Ability to lead projects, driving activity to completion while managing detail, and reporting on progress to date |  | CV/Interview  CV/Interview  CV/Interview  CV/Interview |
| Problem solving and initiative | Able to use professional knowledge and experience to identify issues, trends and problems and manage resources towards those goals  Able to assess complex situations and provide solutions  Experience in carrying out market research and competitor analysis |  | CV/Interview  CV/Interview  CV/Interview |
| Management and teamwork | Able to proactively develop team dynamics and performance, ensuring quality standards are consistently achieved.  Able to foster positive relationships both within and outside of own department.  Able to proactively work with senior managers across the University to achieve key deliverables. |  | CV/Interview  CV/Interview  CV/Interview |
| Communicating and influencing | Excellent presentation and interpersonal skills and an ability to persuade, influence and collaborate with a wide range of people of different backgrounds and expertise, internally and externally  Excellent writing skills with ability to present complex issues in a focused, succinct, professional and persuasive manner |  | Interview  CV/Interview |
| Special requirements | Willing to travel across all University campuses  Willingness to work out of normal hours on occasion. |  | Interview  Interview |

**JOB HAZARD ANALYSIS**

**Is this an office-based post?**

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| 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. |
| 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.

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| **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.

