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| Last updated: | September 2022 |

**JOB DESCRIPTION**

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| Post title: | **Marketing Manager – Faculty** | | |
| 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 Faculty Marketing | | |
| Posts responsible for: | Marketing Coordinator | | |
| Post base: | Office-based (see job hazard analysis) | | |

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| Job purpose |
| To support faculty objectives by taking the lead on development of the faculty marketing plan and managing its implementation with a focus on strategic priorities and to deliver against student number plans.  To ensure subjects are promoted to target audiences (prospective students and their influencers).  To be responsible for the competitive position of the subject within market and a subject’s key selling points to attract and convert students. |

| Key accountabilities/primary responsibilities | | % Time |
| --- | --- | --- |
|  | To build a subject story with key selling points and ensure subject content is produced that makes the subject competitive in the market. Ensure all relevant content is kept updated | 40 % |
|  | To provide this key subject information to other recruitment teams and ensure that the subject is well positioned and promoted by other Student Recruitment Marketing & Events colleagues, the International Office, Publications and Digital User Experience team. | 20 % |
|  | To understand the target market at subject level, both prospective students and their influencers, and how to reach them through all channels and ensure in cycle activity is in place for the 18-month cycle and is achieving recruitment objectives. | 15 % |
|  | To work with the planning team on future performance and viability working to either a 3-year or 5-year horizon to ensure optimum product in market. | 5 % |
|  | To report within faculty on market performance and activity to show how outcomes are affected and achieved. | 5 % |
|  | To manage the support work of the marketing coordinators and work in liaison with all the Faculty Marketing Managers working as one collective under the direction of the Head of Faculty Marketing. | 5 % |
|  | 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 % |
|  | 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 within faculty  Collaboration with all Student Recruitment Marketing & Events teams, Digital User ExperienceTeam and wider Professional Services teams. |

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

**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.

