

## **Job Description**

<b>Position:</b>	Head of Marketing
<b>Term:</b>	Permanent
<b>Reports to:</b>	Director of External Relations
<b>Responsible for:</b>	Corporate Marketing Manager, Student Recruitment Marketing Manager, Corporate Events Manager, Web Editor, Digital Content Creator
<b>Location:</b>	Liverpool
<b>Salary:</b>	Grade 9

### **Main Purpose of Role:**

The Head of Marketing will lead and manage LSTM's Marketing team providing a comprehensive range of professional services. They will be responsible for developing, delivering and monitoring the overall strategy for corporate marketing and will oversee the development, delivery and continuous evaluation of operational plans and activities.

They will manage a team of in-house professionals as well as external agencies and freelancers and manage a portfolio of projects to support LSTM's External Relations Strategy.

The Head of Marketing will operate as a member of the External Relations Leadership team, working closely with the Director of External Relations and Head of Corporate Communications, and will act as professional advisor to staff across LSTM, to ensure alignment of activities to business priorities.

### **Key accountabilities**

#### **Strategy, leadership and management**

- Develop, deliver and monitor the overall marketing strategy to support the achievement of LSTM's strategic objectives, working closely with the Director of External Relations.
- Track the LSTM brand by monitoring and evaluating progress towards a set of key metrics and KPIs for Marketing.
- Lead the LSTM Marketing team; setting clear direction and accountability for operational delivery, overseeing the development, delivery and evaluation of operational plans, ensuring high performance and creating a culture of continuous development.
- Be responsible for managing the University's brand strategy and visual identity, ensuring it is accurately reflected in all market propositions and campaigns.
- Provide strategic marketing advice and consultancy to faculties and departments (PS and Academic) across LSTM.
- Lead and direct market research and insights to provide advice and recommendations to senior colleagues and committees to inform strategic decision making across LSTM.
- Provide strategic direction and day-to-day operational oversight for LSTM's website and digital marketing including social media and paid for activities, ensuring both in-house and outsourced resource is cost effective and delivers impact.
- Working with the Dean of Education, support the development of an effective Student Recruitment Marketing strategy and associated operational plans for PGT, PGR and professional courses.

- Working with the Head of Corporate Communications develop, deliver and support a suite of staff and student campaigns, as required.
- Build key strategic relations senior stakeholders, and academic colleagues within LSTM and its overseas hubs and with external stakeholders and influencers.

### **Operational delivery**

- Develop, deliver and execute a calendar of core marketing projects and campaigns to support the Marketing strategy.
- Lead the development and ongoing maintenance of a suite of core assets such as 'walking slide deck', key facts and figures, corporate brochure, webpages and external listings sites and be responsible for managing the production of key corporate publications, ensuring editorial accuracy and quality across all outputs.
- Act as a senior LSTM brand guardian ambassador and manage the LSTM brand and corporate identity, ensuring the corporate guidelines are adhered to by all staff/stakeholders/partners and that quality assurance is embedded in all outputs.
- Have day-to-day management oversight of the LSTM website paid for social media, ensuring a user-focused approach.
- Oversee delivery of the annual corporate events calendar of activity, including flagship events such as Graduation.
- Oversee LSTM's marketing services overseeing the work of the Digital Content Creator add external agencies, where required, to ensure high-quality, effective and professional creative outputs.
- Undertake all aspects of people management, including workflow planning, staff recruitment, performance management and team development and ensure the successful delivery of operational plans, within the context of agreed budget and operational efficiencies.
- Oversee the operational management of the budget for the team, ensuring effective forecasting and tracking in all expenditure.
- Create a culture of continuous innovation and process improvement, ensuring that LSTM's marketing activity evolves with sector best practice.

### **General**

- Serve as a point of contact for staff (both academic and professional services) on marketing and brand issues and provide guidance and support to colleagues across LSTM, including the senior leadership team.
- Provide appropriate and timely management reporting to the Director of External Relations.
- Contribute to the successful delivery of a range of cross-departmental projects, working to support other areas of External Relations.
- Represent the External Relations directorate in meetings, committees and within projects as required.
- Deputise for the Director of External Relations, as and when required.
- Other duties and responsibilities as may be reasonably required within the level of the post to support the Director of External Relations.
- Some out-of-hours and evening/weekend working and UK and international travel will be required as part of this role.

### Person specification

<b>Qualifications and knowledge</b>	
Chartered Institute of Marketing or other relevant Professional qualification	Desirable
Qualified to degree level in a relevant subject, or equivalent work experience.	Essential
Solid understanding of equity, diversity and inclusion issues	Essential
Evidence of Continuous Professional development in a relevant field.	Essential
<b>Experience</b>	
Considerable experience of leading integrated marketing teams with a track record of developing and delivering multi-faceted, cross channel strategies, plans and campaigns, monitoring performance and delivering results within budget.	Essential
Experience of establishing, monitoring and delivering against marketing performance indicators.	Essential
Experience of leading teams and directing external suppliers and agencies.	Essential
In-depth operational understanding of brand, campaigns, marketing, events and web/digital.	Essential
A strong background as senior brand guardian and brand manager.	Essential
Experience of managing and developing a complex website and other digital communications channels including multiple social media channels.	Essential
Experience of working in the Higher Education sector.	Desirable
<b>Skills and abilities</b>	
Able to lead a high performing team including marketing, web/digital and events in a global Higher Education setting.	Essential
Able to motivate, coach and encourage a team to deliver against business objectives. Creates an inclusive, supportive culture and builds strong, trusted working relationships with peers and external stakeholders.	Essential
Extensive senior stakeholder management skills with the ability to build and nurture professional relationships at all levels to impact business objectives.	Essential
Demonstrates outstanding judgement under pressure and deep understanding of relevant marketing issues.	Essential
Ability to develop, nurture and manage powerful relationships and alliances with both internal and external networks and a track record of using networks to achieve results.	Essential
Effective project management skills with the ability to manage multiple projects or corporate events concurrently.	Essential
Ability to work under pressure and manage projects and activities to multiple deadlines.	Essential
Excellent copywriting and proofreading skills with a meticulous attention to detail.	Essential
Knowledge of web development technologies and content management systems and digital marketing as well as print production and design processes.	Essential
Extensive knowledge and experience of legal, compliance and regulatory requirements including GDPR, CMA and ASA.	Essential
Proficient use of IT packages such as MS Office and project management software (MS project).	Essential
<b>Personal attributes</b>	
Strategic, highly organised and proactive self starter	Essential
A clear, engaging and inspiring communicator, able to convey a motivating and compelling sense of purpose and direction to key audiences.	Essential

Able to work with multiple partners to achieve overall goals, proven track record of influencing senior stakeholders	Essential
Passion for people management including the growth and development of teams	Essential
Flexibility in approach to meet operational and strategic needs with the ability to manage own workload and that of teams.	Essential
Ability to act as an ambassador for the University.	Essential
Flexibility to work outside normal working hours, including evenings and weekends.	Essential