


Head of Marketing and Communications Marketing	
Role Description	

Grade	Grade 8
Campus Location:	Sighthill, although travel will be required
Line Manager:	Director of People and Services
Line Management responsibility for :	Brand and Reputation Manager Recruitment Marketing Manager Creative Manager
Organisational Structure:	<input checked="" type="checkbox"/> Tick to confirm attached
Role Summary:	<p>The Head of Marketing and Communications plays a key leadership role in ensuring our Marketing and Communications team supports the University's objectives on student recruitment, building our academic reputation and delivering an excellent personalised student experience.</p> <p>As the leader of this department, you will be responsible for creating and delivering the University's Marketing and Communications strategy and ultimately supporting an inclusive, collaborative culture where innovation and creativity can thrive.</p> <p>The role-holder will provide leadership and direction to the Marketing and Communications team, motivating and engaging them to achieve departmental objectives and deliver university priorities within budget as well as identifying new opportunities to drive growth and build the Edinburgh Napier University brand.</p> <p>The Marketing & Communications team consists of three core teams (Brand and Reputation, Recruitment Marketing and Creative) that work collaboratively across departments and schools to contribute to the University's strategic objectives by:</p> <ul style="list-style-type: none"> • Supporting the recruitment and conversion of prospective students by delivering personalised and evidence-based activities in content marketing • Developing the external brand and academic reputation of the University and Schools • Delivering a positive and engaging user journey on digital channels including www.napier.ac.uk and social media • Creating a consistent and engaging visual brand across all on and offline communications • Enhancing communications with students to support engagement and satisfaction • Providing a professional results-focused Marketing and Communications service to the University community, prioritising strategic objectives

Main Duties and Responsibilities

	<p>To maintain a strategic overview of Marketing and Communications activity at the University to ensure that institutional targets are met by:</p> <ul style="list-style-type: none">• Providing effective, inspirational leadership for the Marketing and Communications team, ensuring that the team remains motivated and committed to delivering a high quality, customer orientated, and professional service• Working closely with our Schools and key stakeholders to create and deliver tailored marketing and communications strategies that support the achievement of their goals• Engaging and influencing key internal senior stakeholder groups including, Principal's Office, Schools, research institutes and professional service departments, ensuring alignment of brand and key messages throughout all print, digital and multimedia channels.
	<p>To grow and develop the Edinburgh Napier University brand:</p> <ul style="list-style-type: none">• Undertake regular market analysis to understand the strength of brand and associations.• Develop a brand strategy to ensure that our brand develops in line with our strategic goals.• Ensure our visual branding reflects our strategy, is distinctive and celebrates our values.• Support the Principal and other Senior Leaders in speech writing to ensure delivery of key messages and a consistent brand.• Act as the strategic lead for public relations and develop appropriate action plans.
	<p>To ensure that the Marketing and Communications team are delivering the objectives of the Marketing and Communications strategy including:</p> <ul style="list-style-type: none">• Providing regular and high quality reporting and management information to help identify priority markets and aid the development of new university campaigns• Continuous development of a modern consultancy team working style, to ensure stakeholders receive insightful, creative solutions that meet their needs• Lead on the development and implementation of a strategic approach to channel management, optimising the Universities use of all channels, with a key focus on growing digital communications and ultimately achieving greater customer reach and value for money• To lead, advise and negotiate on new marketing and communications developments that give the potential to expand the University.

	<p>To ensure our student recruitment targets are met by developing engaging marketing campaigns to attract each market segment.</p> <ul style="list-style-type: none"> • Work closely with the Student Recruitment team to ensure a seamless journey for our students through attraction, recruitment and induction. • Conduct regular market/data analysis to ensure that campaigns are informed and targeted. • Support the development and enhancement of open days and other recruitment event activity. • Assist our widening participation strategy by ensuring that our courses are promoted to a wide range of groups and they are clear on what support we can offer.
	<p>To enhance communications with students to support engagement and satisfaction.</p> <ul style="list-style-type: none"> • Develop a student communication strategy to ensure our communications channels are effective, key messages are reaching students and the content is engaging. • Ensure students are involved in creating and developing our digital content. • Create a community spirit between staff and students and a strong sense of belonging to Edinburgh Napier University. • Enhance student satisfaction by ensuring actions taken to respond to student feedback are communicated. • Build pride amongst the student population by celebrating success.
	<p>To build strong relationships and represent the Marketing and Communications team and wider university externally and internally by:</p> <ul style="list-style-type: none"> • Attending relevant meetings and events as a champion of our brand • Developing strong relationships to act as an interface and channel between our academics, designated external partners, networks, agencies and other HEI's to build the University's national and international reputation and profile • To lead with strong leadership behaviours and work with colleagues across the University.
	<p>To continually consider process improvements to maximise efficiency and enhance engagement with the Marketing and Communications team, our staff, students and customer journey.</p>
	<p>To participate in the University My Contribution scheme.</p>
	<p>To be an ambassador for the University's stated values & behaviours.</p>
	<p>Be responsible for ensuring that the information and records processed (received, created, used, stored, destroyed) on behalf of the University are managed in compliance with ALL applicable legislation, codes and policies e.g. Data Protection, Information Security and Records Management.</p>
	<p>To undertake any other duties as may reasonably be required by the Director of People and Services.</p>

Person Specification

Attributes	Essential Selection Criteria	Desirable Selection Criteria
Education/ Qualifications	Degree or equivalent	CIM, Google squared or other relevant postgraduate qualification in a related discipline
Skills / Experience	<ul style="list-style-type: none"> • Extensive experience in a Marketing and Communications leadership role with a digital marketing focus • Experience of social media and website platforms and tools • Experience of audience segmentation and customer relationship management • Experience of successfully contributing to strategic planning, development and delivery in the context of Marketing and Communications • Experience in leading the development of innovative and creative campaigns/solutions • Strong organisational and project management abilities and the ability to prioritise competing timelines • Experience of providing excellent customer service and operating in a truly customer centric manner amongst diverse groups • Experience of working in a client management, consultancy and business development centric environment focused on growth marketing • Excellent interpersonal, communication and organisational skills • Experience of leading, motivating and engaging staff, enabling them to reach their potential and meet deliverables • Experience of financial management including budget preparation and control • Ability to manage change and 	<ul style="list-style-type: none"> • Experience of working in Higher Education sector (or engaging with) private/ public sector industry/ government/ business services • Experience of working in or with Marketing and Communications consultancies • Demonstrates knowledge of engaging with students now and in the future • Evidence of esteem and influencing peer groups • A passion to seek out, drive and implement innovative campaign initiatives and inspire others to do the same • Experience of managing staff resources and performance to ensure high levels of individual and team performance

	<p>respond positively to change and new challenges</p> <ul style="list-style-type: none"> • Ability to work effectively as part of a management team • Commitment to upholding the university values and behaviours. • Willingness to work flexible hours including occasional evening and weekend work. 	
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Our Leadership Behaviours		
	<p>These are standard leadership behaviours that we expect all of our leaders to demonstrate so are not specific to this role.</p> <p>Leading By Example</p> <ul style="list-style-type: none"> • You win commitment from others role by role modelling honesty, integrity and trust • Set and share an inspiring vision of the future for your department/ the university • Promote trust and teamwork through periods of organisational change and encourage others to do the same • Challenge the status quo and foster an environment in which others are open to develop new ways of working • Strive for acceptance for University wide communications even if unpopular 	
	<p>Championing Change</p> <ul style="list-style-type: none"> • You develop a high-level change strategy based on departmental and university wide objectives • Maintain an awareness of the HE environment and plan accordingly • Integrate and co-ordinate departmental and University change initiatives • Involve all appropriate stakeholders when planning, implementing and reporting on change • Ensure all activities challenge 'how it makes life better' for students and other customers • Apply 'best practice' change leadership techniques • Actively support and inspire your school /department and stakeholders to embed change • Escalate concerns over university-wide change initiatives with rationale 	
	<p>Effective Communication</p> <ul style="list-style-type: none"> • You communicate clearly and succinctly • Obtain and proactively respond to the views of all relevant internal and external stakeholders • Take responsibility for sharing communication to all levels • Deliver key organisational messages through effective language, words and channels • Identify emerging themes from organisational communications and take appropriate action • Promote the University in the external market • Take time to seek opinions from the team and respond appropriately • Recognise and celebrate others' contribution • Actively support engagement initiatives across school/ department 	

	<p>Delivering Successful Outcomes</p> <ul style="list-style-type: none"> • You support teams to take a creative and innovative approach to student and other customer service • Understand students and other customers better than anyone and lead initiative to meet their needs • Drive high performance and identify how results can be achieved through potential of others • Take a balanced approach where students, other customers, stakeholders, staff and finance are all taken into account • Create a passion for exceeding expectations
	<p>Working Collaboratively</p> <ul style="list-style-type: none"> • You appropriately involve stakeholders when evaluating information and making decisions on matters of strategic importance • Develop external or other wider networks • Protect university interests by maintaining collaborative partnerships within team/ department • Create opportunities to share knowledge and sector insight across the University • Build strong working relationships
	<p>Analysis and Problem Solving</p> <ul style="list-style-type: none"> • You quickly absorb and analyse organisational-level data and information, identifying issues and prioritising individual and team actions • Determine required approach to assess and analyse data for organisational benefit • Manage complex, interrelated services or projects where strategic decisions are required • Deal with large-scale complex problems effectively and appropriately • Make decisions that capture benefits for your school/service • Create/lead initiatives to identify solutions where gaps exist

Marketing & Communications

