

## JOB TITLE

# Marketing Manager

Our vision is that **every student loves their time at Southampton**. We exist to:

- Help students find friendship groups;
- Support students to complete their degree programmes;
- Give students a voice in the University and wider community.

Your role in achieving this is described below.

### Main Purpose of Role:

- 1) **Enhance the delivery of digital and marketing activity in support of SUSU**
- 2) **Lead SUSU's marketing improvement plans and drive innovation**
- 3) **Champions Marketing part in SUSU-wide projects, campaigns & events**

<b>Responsible to:</b>	Director of Communications
<b>Responsible for:</b>	Marketing & Communications Team
<b>Band:</b>	E
<b>Hours:</b>	35 hours per week (would consider flexible working)
<b>Location:</b>	Hybrid working (Remote, Highfield Campus & associated locations)

### Main Duties of the Role

#### Enhance the delivery of digital and marketing activity in support of SUSU

- Work with the Director of Marketing to ensure that SUSU develops a marketing operational plan that is both robust and agile enough to adapt to the ever-changing landscape. You will do this by studying economic indicators, tracking changes in engagement and reach, identifying students current /future needs, and monitoring the competition.
- Deputises for the Director of Marketing and supports the Marketing team, attending University & external meeting where required to represent the student voice and the voice of SUSU. Making decisions where needed in the best interest of the Union.
- Line managing the four members of the Marketing team, co-ordinating their work loads and supporting SUSU campaigns
- Use your experience in budget management to ensure that the department is run efficiently
- Contributes to marketing effectiveness by identifying short-term and long-range issues that must be addressed.
- Brainstorms new and creative growth opportunities through both digital and traditional marketing.
- Develops marketing skills in other SUSU staff members by providing information, educational opportunities, and experiential growth opportunities.

#### Lead SUSU's marketing improvement plans and drive innovation

- Working closely with the Insight Manager to champion a data-led approach across the Union to ensure that insight is at the forefront of decision making
- Identifies marketing trends and offer innovation in all channels.

- Lead on a test and learn approach across all digital platforms, taking ownership of assessing the successes and failures and following through to both strategic and operational change.
- Use your experience to work with the Digital Lead on improvements to designing, building, and maintaining our social media presence
- Utilises strong analytical skills to evaluate end-to-end student experience across multiple channels and touch points.
- Review and report performance of all marketing campaigns and assesses against goals (ROI and KPIs).
- Use previous experience to build a development/delivery plan for our CRM system
- With a new website CMS project in its infancy, act as lead from a marketing perspective and work with key stakeholders to maximise the opportunity and create a short and long-term improvement plan.
- Be a driving force behind key change programmes with student experience at the heart of decision making.

#### **Champion Marcomm's role in Union wide projects, campaigns & events**

- Lead on the co-ordination and delivery of key high-profile events and activities for the Union.
- Produce and implement marketing plans to address the needs of individual departments across the organisation.
- Ensure all content has a consistent tone of voice, aligns to brand guidelines and is relevant to the target audience.
- Keep students at the heart of all our activity.
- Collaborates with internal teams to create effective campaigns and lead on Union wide projects as required.
- Oversee compliance with relevant legislation in the delivery of marketing and communication campaigns.
- Play a key role in championing the organisations values and commitment to key areas of ongoing development including EDI and sustainability.
- Completing such other duties as may be reasonable prescribed by the Union.

#### **Contribute to the overall effectiveness of SUSU by**

- Managing your staff team to unlock their full potential, in line with policies and procedures covering the wide range of staff management issues, including recruitment, induction & probation, personal development, performance management, disciplinary & grievance, holidays and absence management
- Developing and maintaining relationships with key internal and external stakeholders.
- Participating in and driving personal learning and development
- Attending all meetings and training events, as required
- Ensuring that statutory and legal obligations are met
- Supporting the implementation of the Union plan, promoting our aims and values through the goals of the departments Operational Plan
- Promoting the Union's various policies within your work, in particular Health & Safety, Equality & Diversity and Ethical & Environmental

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- Contributing to the positive image of The University of Southampton Students' Union with students, University and the local community working with the team to ensure a full service is provided at all times, providing cover as necessary
- Ensuring personal knowledge and skills are updated to ensure effectiveness in meeting work objectives
- Completing such other duties as may be reasonably prescribed by the Union, appropriate to the grade and responsibilities of the post

## Role Specification

We have described below the range of experience, qualifications, knowledge, skills and attributes we are looking for. We will use this to manage our selection process and also to identify any training and development needs once in post.

KEY/QUALIFICATIONS/EXPERIENCE REQUIRED	ESSENTIAL	DESIRABLE
Minimum of 4 years digital marketing experience in a similar role	x	
Degree (ideally in Marketing or related field)		x
Experience in identifying target audiences and devising digital/CRM campaigns that engage, inform, and motivate		x
Demonstrable experience leading and managing CRM, CMS, email, social media, SEO/SEM and display advertising campaigns	x	
Excellent written and verbal communication skills across a range of mediums and audiences	x	
Working knowledge of ad serving tools and experience in setting up and optimizing retargeting campaigns	x	
Proficient in marketing research and online statistical analysis to evaluate performance and identify trends		x
Excellent interpersonal skills, with the ability to forge relationship with colleagues	x	
Knowledge of and experience of using all social media channels	x	
Previous line management experience		x
A good understanding of and experience of delivering the full marketing mix	x	
Commitment to and knowledge of Equality & Diversity practices – including inclusivity and accessibility	x	
Experience of working in a fast-paced marketing environment	x	
A can-do attitude and commitment to delivering high quality comms		x
Experience of creating content (both written and visual) for a range of marketing channels	x	
Excellent project management skills, with the ability to juggle deadlines and multitask		x

### Our Values

As an organisation, our values underpin our work and guide what we live by in order to achieve our mission:



#### Stand Strong

We stand up for students and make sure their voice is heard.

We stand strong when facing challenges and are not afraid to be different. We think big and work to achieve great things.



#### Join Together

We are an inclusive and diverse community of students and staff

We join together with each other, the University, and the local community to make a positive difference.



#### Take Responsibility

We take action on the issues that matter to students and act with integrity.

We continually work to be more sustainable, challenge discrimination and prejudice. We strive to be a force for good for students and wider society.