



Schools Marketing Manager



Role Description

GRADE

Grade 5

LOCATION

Sighthill Campus,
Edinburgh, with regular
travel to other campuses
expected

LINE MANAGER

Role Summary

The Marketing and External Relations Department aims to be regarded as a strategic service that is integral to the delivery of University strategy by providing innovative and expert marketing and communications advice and services. Our key objectives are to:

- Support the recruitment of prospective students by delivering personalised and evidence-based activities in content marketing
- Drive the internal and external academic reputation of the University, including a positive and engaging user journey on www.napier.ac.uk
- Create a consistent visual brand across all online and offline communications to engage students, staff, alumni, and stakeholders
- Provide a professional results-focused Marketing and Communications service to the University community, prioritising the activities outlined above, prioritising Strategic objectives.

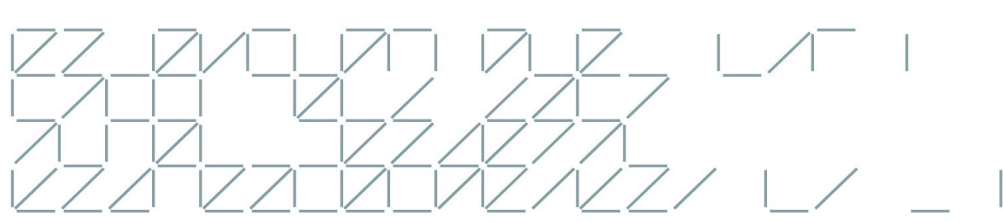
The Schools Marketing Manager has a key role as they will create and deliver engaging marketing campaigns and activities which support student recruitment on campus and especially online.

Line Management Responsibility for:

Content Marketing Executive
Content Marketing Intern

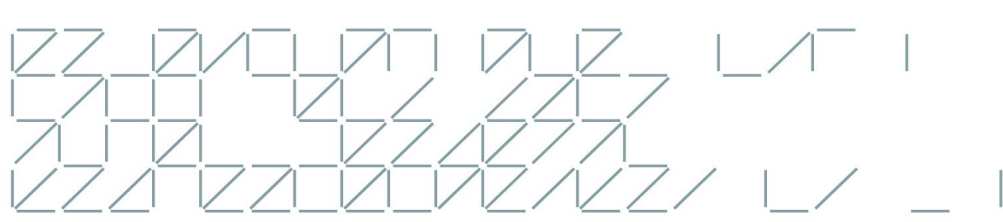
Main Duties and Responsibilities

- Plan and deliver engaging and effective content marketing and communications plans and activities to support student recruitment on campus and online, in line with the University's strategic priorities.
- Provide subject matter expertise to internal clients in schools and departments, including translating requests for marketing support into effective briefs, liaising with the Marketing and External Relations department, making recommendations for potential approaches and leading on projects where required.
- Work closely with colleagues in the marketing and communications teams to plan and oversee the delivery of effective and on-brand graphic design, multimedia, /social media and online content and user journeys to support student recruitment priorities and other strategic opportunities (including writing for the University's external website).
- Work with colleagues to ensure that the production of key recruitment literature, including annual prospectuses, in both offline and online form is delivered in a timely and effective manner.
- Interpret market, audience and competitor research in specific focus areas and use this to inform recommendations when planning campaigns and activities.
- Monitor, evaluate and report on marketing campaigns and activities, utilising this information to make recommendations to drive future success and share lessons learned with key stakeholders.
- Strive to continually improve the relationship with internal and external clients, utilising a customer-centred approach to deliver projects on budget to agreed standards and deadlines.
- Represent the Marketing team at internal and external meetings and provide briefs and reports for senior management as required.
- Keep up to date with developments and trends in marketing, communications and the higher education sector and identify opportunities for improving the University's digital presence or marketing activities.
- Support and guide colleagues focused on content creation, ensuring that project outputs are in line with department and University strategies.
- Any other duties as required by the line manager and Head of Marketing and Communications
- Role model the University's values & behaviours;
- 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](#).



PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Education / Qualifications		
• Degree or equivalent, or equivalent, relevant work experience	✓	
• Postgraduate Qualification in a related field, such as marketing or, digital media		✓
Skills / Experience		
• Substantial experience of developing and managing innovative online and offline marketing and communications plans focused on growth and lead generation.	✓	
• Experience of providing specialist advice and guidance with respect to digital marketing platforms, channels, and approaches, including at a senior level or to those with non-marketing backgrounds	✓	
• Track record of effectively project-managing internal and external resources, including writing clear and effective briefs and monitoring progress to deliver on budget and on-time.	✓	
• Experience of using research, analytics, and evaluation of marketing activities to inform and support creative concepts and decision-making	✓	
• Experience of budgeting and budget allocation	✓	
• Experience of working in the further/higher education sector and the online education market.		✓
• Experience of implementing and progressing international marketing campaigns		✓
• Knowledge of marketing consumption preferences across University target markets		✓
• Creative thinker with proven ability to create compelling content and devise innovative marketing activities targeted at specific audiences	✓	



• Excellent interpersonal and communication (oral and written) skills, including proven ability to influence all at levels	✓	
• Demonstrable ability to write, edit and proof compelling content which conveys key marketing messages, including an excellent attention to detail	✓	
• Proven ability to work both within a team and on own initiative	✓	
• Excellent organisational and project management skills – ability to prioritise tasks and manage changing priorities	✓	
• Excellent IT skills, including a working knowledge of Microsoft Office	✓	
• Creative and innovative approach to problem solving	✓	
• Experience of using Sitecore or a similar corporate CMS		✓
