

Job Description

Job Title	Head of Marketing and Communications
Salary Scale	LIPA Scale 12 (£46,974 - £52,815)
Responsible To	Director of Marketing & Student Recruitment
Responsible For	Digital Marketing Officer Marketing and Press Officer Marketing and Communications Officer
Number in Post	1
Date Drafted	November 2023

Job Purpose

Working closely with the Director of Marketing & Student Recruitment you will develop, implement, monitor and evaluate the effectiveness of our marketing and student recruitment strategy and lead our corporate marketing team in forging a dynamic, digital-focused approach to our marketing and communications.

Furthermore, you will play a pivotal role in implementing new systems, streamlining internal and external processes and workflows and establishing a standardised framework of briefing, campaign management and analysis.

In relation to our alumni, we are extremely proud of their successes, and we want someone who will share that pride in communicating success stories. Therefore, you will take a proactive and hands-on approach to developing and delivering an effective alumni relations strategy that informs, supports and engages our worldwide alumni community and maintains our strong global brand.

Major Tasks

1. Develop, implement and evaluate our marketing and student recruitment strategy.
2. Lead the Marketing and Communications Team to enhance the effectiveness of our marketing outputs and communications.
3. Instigate new systems to streamline processes to establish a standardised framework of briefing, campaign management and critical analysis.
4. Deliver our alumni relations strategy and maximise alumni engagement in the development of mutually beneficial relationships that support our objectives.

Job Activities

Major Task 1: Develop, implement and evaluate the effectiveness of our marketing and student recruitment strategy

1. Support the Director of Marketing & Student Recruitment in the development and implementation of innovative marketing strategies both in the UK and internationally to help us stand out in a crowded marketplace, ensuring that our marketing is responsive and appropriate to the changing HE landscape and demonstrates return on investment.
2. Work collaboratively with key stakeholders to ensure that the brand and marketing strategies align with our future plans, targets and goals.
3. Conduct strategic marketing analysis to guide marketing positioning and messaging and oversee insight gathering initiatives, including focus groups, to help us understand how and why prospective students choose to study at LIPA.
4. Support the Director of Marketing & Student Recruitment with the evolution of LIPA's brand and corporate identity and ensure that staff, stakeholders and partners adhere to brand guidelines.
5. Ensure that integrated and cost-effective marketing and student recruitment campaigns are implemented in the UK and overseas to meet ambitious student recruitment targets for all types of courses.
6. Design dedicated marketing strategies and campaigns to celebrate our 30th anniversary.

Major Task 2: Lead the Marketing and Communications Team to enhance the effectiveness of our marketing outputs and communications.

1. Manage and lead the corporate marketing team and freelance creatives, promoting a culture of excellence, innovation and continuous improvement.
2. Take responsibility for setting overall direction and priorities for your team, regularly review workload and project progress, assess outcomes and oversee completion of tasks, as well as supporting professional development and conducting annual appraisals.
3. Manage LIPA's relationships with external agencies, taking the lead on quotation / pitch processes and agency appointments in conjunction with the Director of Marketing & Student Recruitment.
4. Ensure that prospective students receive timely and engaging communications which enhance LIPA's reputation and reach through social media, email and all other relevant channels of communication, including working closely with our Admissions team.
5. Oversee and approve marketing collateral and campaigns including promotion of events and performances, ensuring editorial accuracy, consistency of message and adherence to the LIPA brand and CMA requirements.
6. Devise, oversee and enhance our internal communications.
7. Support the Director of Marketing and Student Recruitment in organising and co-ordinating high profile student recruitment events such as the Higher Education open days.
8. Manage and be accountable for the budget and associated resources for marketing.

Major Task 3: Instigate new systems to streamline processes to establish a standardised framework of briefing, campaign management and critical analysis.

1. Support the development, implementation and evaluation of our digital marketing strategy and digital first approach, ensuring that our online presence and digital communications are innovative, engaging and impactful, and that we are well positioned to capitalise on new and emerging online opportunities.
2. Take the lead on creating and implementing the marketing and communications aspects of a new CRM strategy and system to enable us to design and deliver engaging and efficient marketing and outreach campaigns.
3. Set KPIs and create a data driven robust framework to measure performance of marketing outputs.
4. Investigate and implement cost effective systems to support asset management, joined-up campaign scheduling and media monitoring (both press and social).
5. Create a standardised framework of briefing, campaign management and analysis and continue to evolve this as needed over time.

Major Task 4: Deliver our alumni relations strategy and maximise alumni engagement in the development of mutually beneficial relationships that support our objectives.

1. Take the lead on developing and implementing appropriate alumni strategies, policies and actions plans, including our new alumni engagement strategy.
2. Develop and deliver a comprehensive marketing and communications programme for and about alumni, including producing relevant publications, newsletters, engaging social media content and regular alumni success stories.
3. Assume responsibility for all records and data about our alumni, ensuring we collect high quality, relevant, accurate data to enable us to provide effective alumni services and to provide a platform for fundraising activities.
4. Lead on the procurement and implementation of the CRM system for managing alumni relations, alongside the Director of Marketing & Student Recruitment and other key stakeholders.
5. Act as the focal point for enquiries for alumni and staff about alumni contact details and career outcomes.
6. Plan and coordinate alumni events (including reunions) in the UK and overseas to build and develop alumni communities and promote ongoing engagement.
7. Develop and market a range of high-quality services for graduates.
8. Start building a culture of philanthropy and giving from the graduate community to support our strategic priorities and targeted initiatives.
9. Manage the graduate outcomes survey to meet LIPA's statutory requirements to HESA and conduct other employment surveys with alumni to provide data showing that we achieve our sustained employment mission.
10. Extract and analyse data from institutional records and external bodies such as HESA and the Office for Students, including comparisons with other institutions and input to LIPA submissions to official bodies where required (e.g., TEF and various funding bids).
11. Manage and be accountable for the budget and associated resources for alumni relations.

Major Task 5: Undertake duties common to all LIPA staff

1. The particular duties and responsibilities attached to posts may vary from time to time without changing the general character of the duties or the level of responsibility entailed.
2. To work flexibly, including contributing to Institute projects of a general nature and providing cover for other staff.
3. To participate in staff appraisals and training programmes as required.
4. To carry out duties at all times with due regard to Equality and Diversity, Health and Safety and other Institute policies as agreed and revised from time to time.

Notes:

The particular duties and responsibilities attached to posts are of necessity in many cases somewhat difficult of detailed definition and may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Changes outside this description will only be made after consultation with the object of reaching agreement, with the person concerned, and will be recorded on the individual's job description. If, however, after consultation, the person concerned is not in agreement with the proposed change, then they would be able to use the grievance procedure.

Location:

The job is initially located on our main site. However, it may be that from time to time the post holder will be required to work on different duties, or in any other jobs, within his / her competence, such jobs being in his / her present or any other location as may be deemed appropriate. In all cases regard will be paid to the qualifications, experience, current duties and responsibilities and personal circumstances of the post holder.

Hours:

37.5 hrs per week, Monday – Friday, although some evening work may occasionally be required as may some weekend working.

Person Specification – Head of Marketing and Communications

Criteria	Importance	To be identified by:
Education and Qualifications:		
A degree or equivalent qualification (preferably in a related subject)	Essential	Application Form / Qualification Certificates
A relevant postgraduate or professional qualification (ideally CIM accredited)	Desirable	Application Form / Qualification Certificates
Experience / Knowledge:		
Significant marketing and student recruitment experience including experience in the delivery of stretching targets, gained within a HE environment.	Essential	Application Form / Interview
Experience of delivering alumni relations activities	Desirable	Application Form / Interview
Experience of creating brand propositions and delivering brand alignment across an organisation	Essential	Application Form / Interview
Experience in financial and budgetary monitoring and management.	Essential	Application Form / Interview
Evidence of ability to lead and manage teams to achieve ambitious targets while creating a collaborative and positive working environment.	Essential	Application Form / Interview
A clear understanding of the legal and regulatory environment and of the relative impact upon student recruitment.	Essential	Application Form / Interview
Experience in delivering effective digital marketing and engaging social media campaigns	Essential	Application Form / Interview
Extensive experience in CRM systems	Essential	Application Form / Interview
Robust knowledge of relational databases, data extraction and reporting, along with record management experience and strong knowledge of data protection principles	Essential	Application Form / Interview

Skills and Ability:		
Ability to deal with a varied and complex workload, prioritise tasks and excellent time management skills	Essential	Interview / Interview Task
Ability to negotiate and influence at all levels	Essential	Application Form / Interview / Presentation
Excellent written and communication skills to create compelling, creative and persuasive communications	Essential	Presentation / Interview
Personal Qualities:		
Enthusiasm and flexibility	Essential	Interview / Task
Tenacity	Essential	Interview
Proactive and 'can do' attitude	Essential	Interview / Task
Meticulous attention to detail	Essential	Interview / Task
A self-starter	Essential	Interview / Task
Commitment:		
To diversity, inclusivity and ethical practice	Essential	Application Form / Interview
To the provision of a high level of service to our customers.	Essential	Application Form / Interview
Sympathetic to student needs	Essential	Application Form / Interview
Other Requirements:		
Ability to obtain a DBS disclosure which is satisfactory to LIPA	Essential	Application Form / DBS application clearance