

JOB DESCRIPTION

Vacancy reference:	SRF34843
Post Title:	Commercial Marketing and Communications Manager
Grade:	Grade 7
School/Department:	Commercial Function
Reports to:	Head of Commercial Projects
Responsible for:	N/A

Purpose

The aim of the Commercial Function is to maximise the commercial potential of the University's assets to support the financial sustainability of the University. To achieve this, we bring local, regional and international businesses, regional stakeholders and our academic community together to engage in a range of activities from knowledge exchange to multi-million-pound commercial deals. This includes strategic development of the wider Thames Valley Science Park (TVSP), creating a new innovation campus and ecosystem that will be a powerhouse for inward investment, delivering benefits to the University, the community and the wider UK.

The Commercial Marketing Communications Manager is a new role required to lead the strategic development of the marketing, engagement and communication for all activities led by the Function. This includes responsibility for the development, implementation and evaluation of marketing and communications for all activities we support. A major element will be leading our brand development work for TVSP, in order to communicate our ambitious vision, attract potential partners and anchor tenants, and support the building of relationships with existing partners and tenants, key stakeholders and the local community, through traditional and digital media. Other projects being instigated by the Function include development and delivery of an E-commerce system and naming rights for assets and buildings.

Main duties and responsibilities

- You will have strategic oversight of all marketing and communication activity for activities led by the Function.
- You will act as the specialist within the team, with responsibility for leading, planning and developing marketing strategies and plans for key projects, including the new vision and masterplan for TVSP. This will include working closely with the senior team within the Commercial Function, and other senior stakeholders, to create plans that cover both traditional and digital media.
- You will manage key internal and external stakeholder relationships for a portfolio of projects, which will include members of University senior management, senior Government ministers, MPs, Councillors and senior staff in global corporates. This will be a large, diverse and international group.
- You will demonstrate sophisticated knowledge of strategic marketing and planning including data analysis, strategy and planning, research and evaluation.
- You will lead the planning, organisation and delivery of activities and campaigns. This will include developing communications and PR, leading work to conceive and run events, and overseeing the coordination of photo and video shoots for major events and for other activities as required for marketing and communication purposes.

- You will provide marketing, communication and engagement advice and direction to other colleagues within the Function.
- You will attend corporate level committees and meetings as appropriate, by invitation and in accordance with business need.
- You will be responsible for the evaluation of all marketing activity, to ensure all KPIs and objectives are met.
- You will have appropriate budgetary responsibility, to include planning and managing budgets at project and programme level, successfully making the case for funding and gaining approval, which will require influencing senior level committees and Boards.
- You will develop and implement new processes and procedures to effectively manage and capture content, including a database of content for reuse to ensure consistency and high quality output. You will be responsible for ensuring compliance with legal and regulatory requirements in terms of data protection.
- You will build and maintain a network of third-party agencies, within the appropriate procurement requirements, who under your management will provide expert advice and guidance where no expertise exists in-house. Where external advice is required, you will use your professional experience to negotiate and ensure the best value and high-quality delivery.

Supervision received

You will report to the Head of Commercial Projects.

Supervision given

This role does not have any direct line management responsibility, but you will be required to influence, support and manage senior internal and external stakeholders to ensure the successful development and delivery of the Function's activities and the TVSP vision.

Contact

You will need to develop an excellent working relationship with the Commercial Director and Director of the KTC (Deputy Commercial Director). Given the nature of this role, you will be able draw on their knowledge and expertise to enable you to implement/action identified specific areas of focus.

You will work closely with other members of the Commercial Function, as well as developing and maintaining relationships with a range of internal and external contacts and stakeholders at all levels. This may include liaising with senior business managers, senior academics and key contacts within other University departments (e.g. for the development of business cases and assessing financial considerations).

Terms and conditions

Full time and permanent. The post will mainly be conducted during normal office hours. However, on occasion the role may require work outside these hours. No overtime is payable.

You may need to travel as part of the role e.g. to other University campuses, Thames Valley Science Park, business premises and other key stakeholder offices.

This document outlines the duties required for the time being of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.

Date assessed: 07/01/2021

PERSON SPECIFICATION

Job Title	School/Department
Head of Commercial Marketing Communications	Commercial Function

Criteria	Essential	Desirable
Skills Required	<ul style="list-style-type: none"> • Excellent verbal and written communication skills. • Strong commercial focus. • Ability to effectively influence and communicate with a wide range of stakeholders, • Excellent interpersonal skills with the ability to build and maintain effective relationships with senior internal and external stakeholders. • Excellent negotiating skills. • Attention to detail and high level of accuracy and methodical working • Exceptional organisational and planning skills. • Ability to prioritise and complete multiple tasks accurately and to tight deadlines. 	
Attainment	<ul style="list-style-type: none"> • Educated to degree level or equivalent 	<ul style="list-style-type: none"> • Continuous professional development in strategic marketing.
Knowledge	<ul style="list-style-type: none"> • Full understanding of all marketing and communication disciplines. • Knowledge of new and emerging digital marketing tools and platforms. • Knowledge or previous experience in budget management and monitoring along with reporting processes. • Strong understanding of Microsoft Office applications – Word, Excel, Outlook and PowerPoint • An understanding of project management. 	<ul style="list-style-type: none"> • Experience using Microsoft Teams for remote working.
Relevant Experience	<ul style="list-style-type: none"> • Comprehensive experience in developing and implementing effective marketing strategies. • Demonstrable experience of delivering marketing plans and activities. • Demonstrable experience of evaluating marketing activity. • Experience working with senior stakeholders. 	<ul style="list-style-type: none"> • Experience establishing new working practices and systems.

	<ul style="list-style-type: none"> • Significant experience working with minimal supervision. • Experience of building effective relationships with a diverse range of people. 	
Disposition	<ul style="list-style-type: none"> • Proactive and a high level of initiative. • Self-motivated and enthusiastic. • Creative. • Excellent inter-personal skills – ability to present, enthuse and persuade. • Ability to work as part of a team to deliver holistic results. • Confidence to challenge appropriately. • Influential. • Flexible approach. • Remain calm under pressure. • Comfortable dealing with a diverse and mature mix of customers. • Strong team player and self-starter. 	
Other	<ul style="list-style-type: none"> • Willingness to work outside of normal hours to cover events (including weekend and some evenings). 	

Completed by: Susan Matos	Date: 10/12/2020
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