

# JOB DESCRIPTION

<b>Vacancy reference:</b>	SRF30674
<b>Post Title:</b>	Marketing Manager, Brand and Category
<b>Grade:</b>	6
<b>School/Department:</b>	Henley Business School, Marketing and Communications
<b>Reports to:</b>	Head of Brand and Digital
<b>Responsible for:</b>	No direct reports

## Purpose

The purpose of this new role is to successfully market Henley Business School's category brands (including the renowned ICMA Centre), its research centres, alumni department, careers department and to manage Henley brand marketing in order to increase brand awareness, engage audiences and reinforce brand values ultimately increasing leads and generating sales. An important part of the role is to provide best-practice marketing consultancy advice and support to colleagues undertaking marketing activity in every part of the Business School.

## Context

Henley Business School's brand and digital team delivers measurable, evidenced marketing of our products and brand by producing engaging content delivered through contemporary channels. An increased focus on the Henley Master Brand and brand architecture, increased investment in brand marketing and a desire to provide more marketing support internally across the Business School has led to the creation of this new post to supplement the existing teams. This role comes at an exciting time as the Business School is developing its 'Where Business Comes to Life' brand identity. The post holder will play a key role in communicating this through brand marketing initiatives.

## Main duties and responsibilities

- Manage marketing campaigns and projects for category brands, including ICMA Centre, to ensure that marketing communications are accurate, timely and on brand. You will ensure marketing and recruitment activities generate sufficient enquiries, leads and applications to meet recruitment targets.
- Manage and implement brand marketing initiatives, including developing and implementing the brand marketing plan, brand marketing communications, and advertising and promotion in conjunction with the Business School's appointed marketing agency. Working closely with the Head of Brand and Digital, you will ensure all communications are on brand and convey Henley's values.
- Providing marketing solutions to Henley colleagues as a business partner. The Business School has a number of stakeholders that require marketing services, including but not limited to research centres. Your role would be to understand their needs and develop appropriate solutions that support the brand strategy,

There are four key areas to the role:

#### Marketing Communications

- Develop marketing communications that enhance the brand, increase brand awareness and support student recruitment.
- Take an active part in positively influencing and improving the overall consumer experience, ensuring that the messages, values and personality of the Henley brand are consistent, coherent and credible.
- Manage the development of a suite of marketing collateral.

#### Marketing Project Management

- Develop and manage the creation and execution of a detailed marketing plan and subsequent budget for category and brand marketing. You will need to underpin all plans with ongoing performance analysis and customer feedback.
- Work collaboratively with internal and external partners from brief creation through to follow-up and delivery of final product.
- Manage multimedia projects and collateral requiring the co-ordination of senior academics, current programme members/students and high-profile alumni from proposal to delivery.

#### Marketing Planning and Control

- Prepare marketing proposals for new marketing activity needed, manage their implementation and identify areas for improvement in efficiency and effectiveness.
- Manage spend and budgets for individual marketing campaigns and activities using the School's CRM system where appropriate, including cost management and evaluating ROI.
- Responsible for any administration related to the role including raising of purchase orders, budgetary controls and accruals.

#### Relationships and Stakeholder management

- Identify, develop and manage key relationships across the Business School
- Be a key influencer both internally and externally to develop solutions that meet both the needs of the client and the Business School.

#### **Supervision received**

Reporting to the Head of Brand and Digital who provides direction, support, and line management. There will be a dotted line responsibility to the Head of the ICMA Centre.

#### **Supervision given**

None.

#### **Other activities**

The post-holder will undertake other appropriate activities and projects that may be allocated by the Head of Brand and Digital. Some of these activities may take place over weekends, early mornings and evenings and there may be a requirement to travel overseas in support of brand and marketing activity. The successful applicant must be flexible in supporting weekend, evening and overseas working when required.

## **Contact**

- ICMA Centre team including Head of ICMA Centre
- Henley Business School Marketing and Communications and Executive Education teams
- Heads of Schools, various Programme Directors and other academic staff
- Heads of Research Centres
- External Marketing Agency
- Real Estate & Planning department
- Other agencies as appropriate for example PR Agency if they were managing a brand marketing event

## **Terms and conditions**

This is a permanent full-time post. The role will be based at both Whiteknights and Greenlands and regular travel to Greenlands will be required. Your main place of work will be the Whiteknights Campus in Reading. There are no specified hours of work and the post holder will be expected to work the hours that are required to fulfil the role. This will include some out of hours and weekend working to support events or attend meetings.

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: August 2017**

# PERSON SPECIFICATION

Job Title	School/Department
Marketing Manager (Brand and Category)	Henley Business School / Marketing and Communications / Brand and Digital

Criteria	Essential	Desirable
Skills Required	<ul style="list-style-type: none"> <li>• Strong verbal and written communication skills and the ability to communicate with a range of stakeholders</li> <li>• Strong interpersonal skills with the ability to build and maintain effective relationships with a range of internal and external stakeholders</li> <li>• Strong financial acumen and evaluation</li> <li>• Attention to detail, methodical and high level of accuracy</li> <li>• Exceptional organisational and planning skills and the ability to prioritise and complete multiple tasks to agreed timescales</li> <li>• Ability to use own initiative and take proactive actions to resolve problems</li> <li>• Good presentation skills with the ability to put forward proposals and plans</li> </ul>	<ul style="list-style-type: none"> <li>• Effective influencing and negotiation skills</li> </ul>
Attainment	<ul style="list-style-type: none"> <li>• A good first degree or equivalent work experience</li> </ul>	<ul style="list-style-type: none"> <li>• Professional marketing qualification</li> </ul>
Knowledge	<ul style="list-style-type: none"> <li>• Understand of brand marketing techniques</li> <li>• Understanding of brand metrics</li> <li>• Understanding of Customer Relationship Management processes</li> <li>• Understanding of integrated campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Use of social monitoring solutions to provide brand insights</li> <li>• Use of CRM systems from data usage to creating marketing and event campaigns.</li> </ul>

<b>Relevant Experience</b>	<ul style="list-style-type: none"> <li>• Experience of marketing a brand or managing the marketing of products/services</li> <li>• Developing creative marketing solutions working within brand guidelines</li> <li>• Providing marketing services to client and managing the relationship with clients</li> <li>• Seeing marketing projects through from initial conception through to final delivery</li> <li>• Developing multi-channel marketing plans</li> <li>• Significant experience in working with minimal supervision</li> <li>• Experience of building effective relationships with a diverse range of people</li> </ul>	<ul style="list-style-type: none"> <li>• Relationship marketing experience</li> <li>• Micro-influencer marketing experience</li> <li>• Working with brand values as KPIs</li> <li>• Working with a marketing agency</li> <li>• Marketing with a complex organisation</li> <li>• Experience of using CRM system</li> </ul>
<b>Disposition</b>	<ul style="list-style-type: none"> <li>• Creative problem solver, patient, friendly and welcoming manner</li> <li>• Confidence to present to a group</li> <li>• High standards of customer-focused service delivery</li> <li>• Commitment to the values of the University</li> <li>• Passionate about creativity</li> </ul>	<ul style="list-style-type: none"> <li>• Able to work independently with minimal supervision</li> <li>• Positive attitude towards change</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Willingness to work outside of normal hours (including evenings and weekends)</li> </ul>	

<b>Completed by:</b> Head of Recruitment Marketing / Head of Brand and Digital	<b>Date:</b> August 2017
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