

## Job Description

<b>Position:</b>	Digital Marketing Manager
<b>School/Service:</b>	Marketing, Recruitment & Admissions
<b>Reference:</b>	MRA-089/P
<b>Grade:</b>	Grade 7
<b>Status:</b>	Permanent
<b>Hours:</b>	36.25 hours
<b>Reporting to:</b>	Head of Digital Marketing

### Main Function of the Position:

The Digital Marketing Manager plays a pivotal role in delivering the University's student recruitment and brand engagement objectives through digital and CRM platforms.

This role leads on the development and implementation of CRM strategies and digital marketing campaigns that drive awareness, engagement, conversion and retention. The postholder will collaborate across marketing, recruitment, IT and academic departments to deliver a seamless and impactful digital experience to prospective and current students.

### Principal Duties and Responsibilities:

1. Lead the implementation of the University's CRM strategy for student recruitment and conversion, ensuring targeted and timely communications aligned with the applicant journey.
2. Develop and execute multi-channel digital marketing campaigns (including email, web, PPC, social, and programmatic) to support undergraduate and postgraduate recruitment goals.
3. Own the CRM platform (currently Hubspot) from a marketing perspective, including segmentation, campaign planning, testing and optimisation.
4. Manage the day-to-day operation of CRM workflows and automations, ensuring data integrity, GDPR compliance and accuracy across campaigns.
5. Analyse CRM performance, reporting on key metrics including engagement, conversion, open and click-through rates, and use insights to improve campaign effectiveness.
6. Create campaign briefs, content plans and messaging frameworks for automated and ad hoc communications, aligned with institutional tone and brand guidelines.
7. Collaborate with the Head of Digital Marketing to align CRM strategies with broader digital content and advertising plans.

8. Support the delivery of the website and digital ecosystem, ensuring the integration of lead capture tools, forms, CTAs, landing pages and tracking solutions.
9. Develop and maintain user journeys for key audience segments (e.g. undergraduate enquirers, postgraduate offer-holders, international applicants), ensuring consistent and personalised engagement.
10. Train and support internal stakeholders, including marketing, admissions and academic colleagues, in using CRM tools and contributing to campaigns.
11. Manage third-party agencies and CRM suppliers, ensuring delivery to scope, budget and timeline, including data migration, integration, or technical development work.
12. Ensure full compliance with data protection regulations, including GDPR, PECR and institutional data governance policies.
13. Monitor competitor and sector trends in CRM, digital communication and recruitment marketing, proactively recommending innovations.
14. Work with IT Services and the CRM technical team to resolve issues, upgrade systems and enhance functionality based on marketing needs.
15. Ensure integration of CRM activity with wider digital marketing, student recruitment and conversion initiatives.
16. Provide post-campaign analysis and recommendations, contributing to quarterly and annual reports on digital performance.
17. Champion digital inclusion, ensuring all CRM content meets accessibility standards.
18. Support the broader Digital Marketing team, contributing to digital campaign ideation, UX improvements and content creation where required.
19. Contribute to the development of university-wide digital strategies, particularly around student journey mapping and digital transformation initiatives.
20. Deputise for the Head of Digital Marketing when required, including attending internal working groups and agency briefings.

**Note:**

This is a description of the position requirements as it is presently constituted. It is the University's practice to periodically review job descriptions to ensure that they accurately reflect the position requirements to be performed and if necessary update to incorporate changes where appropriate. The review process will be conducted by the relevant manager in consultation with the post holder.

Please note that this appointment may be subject to Disclosure and Barring Clearance.

## Person Specification

<b>Position:</b> Digital Marketing Manager		<b>Reference:</b> MRA-089/P	
<b>School/Service:</b> Marketing, Recruitment & Admissions		<b>Priority (1/2)</b>	<b>Method of Assessment</b>
<b>Criteria</b>			
<b>1</b>	<b>Qualifications</b>		
1 a)	Degree or equivalent in marketing, digital media, business or related discipline.	Priority 1	Application Form / Documentation
1 b)	Professional marketing or CRM certification (e.g., CIM, Salesforce, HubSport, IDM)	Priority 2	Application Form / Documentation
<b>2</b>	<b>Skills / Knowledge</b>		
2 a)	Strong knowledge of CRM systems and campaign automation (e.g. Dynamics, Salesforce, MS Marketing Cloud)	Priority 1	Application Form / Interview
2 b)	Expertise in digital campaign planning and execution (email, web, PPC, social media)	Priority 1	Application Form / Interview
2 c)	Proficiency with data analytics, campaign reporting and marketing dashboards	Priority 1	Application Form / Interview
2 d)	Understanding of GDPR and digital compliance in marketing	Priority 1	Application Form / Interview
2 e)	Strong copywriting and editing skills, with attention to tone and audience	Priority 2	Application Form / Interview
2 f)	Knowledge of higher education marketing and student recruitment journeys	Priority 2	Application Form / Interview
2 g)	Familiarity with content management systems (CMS) and digital tools	Priority 2	Application Form / Interview
<b>3</b>	<b>Experience</b>		
3 a)	Proven experience delivering CRM campaigns across the applicant/student lifecycle	Priority 1	Application Form / Interview
3 b)	Experience managing digital campaigns in a fast-paced or complex environment	Priority 1	Application Form / Interview
3 c)	Experience working cross-functionally with marketing, IT and external agencies	Priority 1	Application Form / Interview
3 d)	Experience with email design and performance optimisation (e.g. A/B testing)	Priority 2	Application Form / Interview
3 d)	Experience managing data segmentation and marketing consent processes	Priority 1	Application Form / Interview
<b>4</b>	<b>Personal Qualities</b>		
4 a)	Highly organised and detail-oriented with the ability to manage multiple campaigns	Priority 1	Interview
4 b)	Analytical and solutions-focused, able to troubleshoot and innovate	Priority 1	Interview
4 c)	Collaborative team player with a proactive, can-do approach	Priority 1	Interview
4 d)	Customer-focused mindset with sensitivity to diverse audiences	Priority 1	Interview

4 d)	Willing to work flexibly, including evenings and weekends if needed	Priority 1	Interview
<b>5</b>	<b>Other</b>		
5 a)	Willing to undertake staff development, which may take place outside the University	Priority 1	Interview
5 b)	Awareness of the principles of the Data Protection Act, Health and Safety, Freedom of Information Act, Prevent and the Bribery Act	Priority 1	Interview
5 c)	Commitment to the University's policy on equal opportunities and diversity	Priority 1	Interview
5 d)	Available to work flexibly and travel as appropriate in order to meet the needs of the services	Priority 1	Interview

Note:

1. **Priority 1** indicates **essential** criterion – an applicant would be unsuccessful if unable to satisfy all Priority 1 criterion.
2. **Priority 2** indicates **desirable** criterion - applicants failing to satisfy a number of these are unlikely to be successful.
3. It is the responsibility of the employee to ensure any professional accreditation/membership remains current
4. Employees are expected to have access to suitable IT equipment and broadband internet access at home to work remotely if required