

Job Description

Position:	Head of Digital Marketing
School/Service:	Marketing, Recruitment & Admissions
Reference:	MRA-090/P
Grade:	Grade 9
Status:	Fixed Term – 2 Years
Hours:	36.25 hours per week
Reporting to:	Executive Director, Strategy, Brand and Future Students
Responsible for:	Digital Marketing Manager, Social Media Content Creator, Graphic Designer.

Main Function of the Position:

To lead the University's digital marketing function, ensuring the development and delivery of an ambitious digital marketing strategy that aligns with institutional goals for recruitment, engagement, and reputation.

This postholder will provide strategic direction and operational leadership across the University's digital ecosystem including the website, CRM, social media, and paid advertising. They will manage a cross-functional team and key external agency relationships, working collaboratively with internal stakeholders including IT, academic schools, and student recruitment teams.

Principal Duties and Responsibilities:

1. Develop and lead the University's digital marketing strategy, ensuring alignment with institutional goals for student recruitment, brand awareness, engagement and stakeholder communication.
2. Manage and maintain the University's digital marketing platforms, including the main website and associated microsites, ensuring content is up-to-date, accessible, engaging, and optimized for SEO and user experience.
3. Liaise with IT services to oversee the technical development, performance and integration of digital platforms, including CMS, CRM and analytics tools.
4. Line manage the Digital Marketing Manager, providing leadership, coaching and performance management, with specific responsibility for CRM strategy and email marketing campaigns.
5. Oversee CRM Operations, working with the Digital Marketing Manager to develop automated and personalised communications that support recruitment, conversion and engagement.

6. Line manager the Social Media Content Creator, ensuring the creation and scheduling of engaging, brand-aligned content across platforms such as Instagram, TikTok, X, LinkedIn and Facebook.
7. Line manager the Graphic Designer, ensuring timely delivery of high-quality digital and print materials in accordance with University brand guidelines.
8. Commission, brief and manage external agencies, freelancers and suppliers for services such as paid media (PPC, Display, Retargeting), SEO, UX/UI development and video production.
9. Plan and execute digital advertising campaigns, in collaboration with external partners, monitoring performance and optimising for TOI, traffic and conversion metrics.
10. Ensure brand consistency across all digital assets, maintaining high standards or tone, visual identity, and messaging in alignment with the University's positioning.
11. Work closely with Executive Director to shape and execute annual marketing and student recruitment strategies, contributing digital insights and innovation.
12. Develop and oversee a content strategy for the website and social channels, ensuring effective storytelling, accessibility and alignment with student journey stages.
13. Manage and interpret digital performance analytics, including website traffic, engagement, conversion and user behavior, using platforms such as Google Analytics 4, Hotjar or similar.
14. Lead UX/UI improvement projects, ensuring prospective student journeys are intuitive and streamlined from first touchpoint through to enrolment.
15. Work in partnership with academic schools to develop bespoke digital campaigns that support subject-level recruitment and awareness.
16. Collaborate with internal stakeholders, including Admissions, International Office, Outreach and Student Services, to support institution-wide priorities through digital marketing.
17. Champion a data-driven approach to digital marketing, ensuring insights are regularly shared with stakeholders and used to inform continuous improvement.
18. Stay abreast of sector trends, competitor activity and innovations in digital technology and communications, recommending tools and tactics to keep the University ahead.
19. Ensure compliance with relevant legislation and best practice, including GDPR, WCAG accessibility standards, and CMA guidelines for higher education marketing.
20. Oversee the digital marketing budget, ensuring effect allocation and return on investment for campaigns and platform development.

21. Contribute to the strategic development of the broader Marketing, Recruitment and Admissions team, attending leadership meetings and deputising for the Executive Director as required.
22. Develop frameworks and KPI's for measuring digital marketing effectiveness, ensuring all activity is evaluated and reported transparently.
23. Lead on digital crisis communications where necessary, working with the Communications team to ensure appropriate messaging and platform responses.
24. Act as a digital ambassador, promoting digital best practice and innovation across the University through training, workshops and internal consultancy.
25. Deputise for the Executive Director when necessary.
26. Ensure and maintain integrity and confidentiality of data and associated data protection requirements in line with statutory and corporate requirements.
27. Ensure and maintain integrity and confidentiality of data and associated data protection requirements in line with statutory and corporate requirements.
28. Ensure a safe working environment and abide by University health and safety policies and practices and to observe the University's Equal Opportunities policy and Dignity at Work policy at all times.
29. Awareness of environmental and sustainability issues and a commitment to the University's associated strategy with respect to the performance / delivery of key responsibilities of the role.

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 were 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

Position: Head of Digital Marketing		Reference: MRA-090/P	
School/Service: Marketing, Recruitment & Admissions		Priority	
Criteria		(1/2)	Method of Assessment
1 Qualifications			
1 a)	Honours degree or equivalent in marketing, communications or a related discipline.	Priority 1	Application Form / Documentation
1 b)	Postgraduate or professional qualification in digital marketing or equivalent (e.g.; CIM, IDM, Google certifications)	Priority 2	Application Form / Documentation
2 Skills / Knowledge			
2 a)	In-depth knowledge of digital marketing strategies, tools, platforms and trends.	Priority 1	Application Form / Interview
2 b)	Strong understanding of web content management systems, UX, SEO and analytics (e.g. Google Analytics, Tag Manager).	Priority 1	Application Form / Interview
2 c)	Experience working with CRM platforms (e.g. Salesforce, MS Dynamics, HubSpot) in a marketing context.	Priority 1	Application Form / Interview
2 d)	Excellent leadership, team management and interpersonal skills.	Priority 1	Application Form / Interview
2 e)	Ability to interpret data and performance metrics to inform strategic decisions.	Priority 1	Application Form / Interview
2 f)	Knowledge of the Higher Education sector and digital marketing trends in student recruitment.	Priority 2	Application Form / Interview
2 g)	Understanding of digital accessibility, GDPR and compliance standards.	Priority 1	Application Form / Interview
3 Experience			
3 a)	Significant experience in leading a digital marketing function, ideally within a complex organisation.	Priority 1	Application Form / Interview
3 b)	Proven track record of managing digital campaigns with measurable outcomes.	Priority 1	Application Form / Interview
3 b)	Experience of managing staff and external agencies to deliver digital outputs.	Priority 1	Application Form / Interview
3 d)	Demonstrable experience of developing website and CRM strategies to improve user engagement.	Priority 1	Application Form / Interview
3 e)	Experience in content strategy development and brand management across digital platforms.	Priority 2	Application Form / Interview
4 Personal Qualities			
4 a)	Strategic thinker with a hands-on approach to problem solving.	Priority 1	Interview
4 b)	Able to work independently and collaboratively in a fast-paced environment.	Priority 1	Interview
4 c)	Commitment to continuous professional development.	Priority 1	Interview
4 d)	Customer-focused mindset and user-centered approach to design and communication.	Priority 1	Interview

4 e)	Willingness to work flexibly and undertake occasional out-of-hours work as required	Priority 1	Interview
5	Other		
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