

**JOB DESCRIPTION**

Head of Portfolio Marketing

Marketing Office, External Relations

**Vacancy Ref:** 0334-24

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| **Job Title:** Head of Portfolio Marketing | **Present Grade:** 8P |
| **Department:** Marketing Office, Division of External Relations | |
| **Directly responsible to:** Assistant Director of Marketing | |
| **Supervisory responsibility for:**  Direct reports: Product Development Manager; Faculty Marketing Managers x3, Faculty Marcomms Manager. Team of 15 total. | |
| **Other contacts** | |
| **Internal:** External Relations; Planning Office; Senior Management Team; Information Services; Student and Education Services, and in particular the Academic Services and Quality Unit; Faculty and Departmental staff; Lancaster University Students’ Union (LUSU); University partner campuses. | |
| **External:**  External agencies; suppliers and providers; prospective students and their influencers; UK and International feeder schools and colleges; University student recruitment agents and representatives; other institutions and organisations as appropriate. | |
| **The role:**  As Head of Portfolio Marketing, you will join a team of marketing and recruitment professionals tasked with attracting and converting high-calibre applicants to Lancaster University. Reporting directly to the Assistant Director of Marketing, you will lead on subject specific marketing strategy, ensuring that our portfolio and product marketing tactical planning is optimised to drive attraction and enrolment of high calibre students from global and diverse backgrounds.  Leading the Portfolio Marketing Team, you will ensure that our subject marketing strategy is targeted at key audiences and our portfolio is fit for future global employment and market demand. We are looking for an experienced product marketer who can build strong and effective working relationships with colleagues and stakeholders, ensuring that a customer-focused and evidence-led approach drives, and is catalyst for, communications, reputation and marketing decisions.  You should have experience of multi-channelled targeted product marketing and portfolio development within higher education or another large-scale organisation, along with a good track record of motivating and leading others towards shared institutional objectives, ensuring that all activity has the student at the heart of its focus.  Being able to analyse and present complex datasets to senior colleagues is a key element of this role. You will have excellent communication skills and be able to manage priorities effectively by planning, implementing and evaluating activity against the University’s strategic goals.  **Major Duties:**  **People management and leadership**   * Oversee the University product marketing strategy, ensuring that our portfolio and subject marketing tactical planning is optimised to drive attraction and enrolment of high calibre students from global and diverse backgrounds. * Lead and develop a team of subject marketing specialists tasked with developing and promoting the University portfolio and suite of programmes, ensuring that all activity is aligned to the University strategic goals and brand, and is targeted to audience need. * Manage the Portfolio Marketing Team, providing clear direction and setting priorities, and by supporting and inspiring the team to develop and excel. * Work collaboratively with colleagues across the institution, leading strategic subject marketing promotion and portfolio planning, in conjunction with Faculty and Departmental colleagues, to meet student number targets along with institutional recruitment objectives. * Be a key member of the External Relations management team ensuring that the delivery of portfolio marketing activities is aligned to the wider division and organisational strategic aims and objectives.   **Planning and problem solving**   * Ensure that faculty marketing plans and annual portfolio reviews are supported by domestic and international tactical marketing planning using an institutional-wide customer-focused and evidence-led templated approach. * Develop and implement a ‘go to market’ approach for annual renewal, portfolio development and new programme launches, including fee and scholarship promotion in conjunction with Planning and Analytics. * Develop innovative solutions to ensure our portfolio is aligned and future proofed to meet strategic recruitment goals, global employment demands and market conditions, and that subject marketing tactics are measured and deliver against defined objectives. * Develop and recommend portfolio optimisation and product development within the integrated planning process using a data-driven and evidence-based approach. * Identify new and emerging digital technologies to develop our portfolio particularly for non-traditional modes such as micro-credentials, distance and short/CPD delivery. * To provide expert input to committees, marketing planning and the integrated planning process working closely with Marketing, Planning and Analytics and, Admissions and Recruitment Colleagues. * Work closely with the Heads of Campaigns, UK Recruitment and International Recruitment to ensure integrated planning against institutional objectives. * Build capacity and resilience within faculty-facing marketing resource by introducing aligned planning and a cohesion of delivery across the University.   **Analysis, reporting and documentation**   * Work closely with the Planning and Analytics Team to identify opportunities for portfolio strategic and operational development. * Produce business cases, portfolio reports and review documentation to support new product development and improvements, along with scheduled portfolio reviews on a rolling basis. * Set and be accountable for Team KPIs and service standards for portfolio marketing, ensuring that the University KPIs and strategic objectives are paramount in all planning. * Ensure compliance with internal and external policies, marketing and recruitment legislation and training, including GDPR, CMA, OfS and ASA. * Ensure competitor horizon-scanning/benchmarking is maintained for continuous improvement opportunities. * Support Faculty Marketing Managers to provide annual planning and evaluation documentation, analysing subject marketing performance and activity.   **Liaison and continuous improvement**   * Provide expert advice and along with Faculty Marketing Managers, regularly brief SMT, Deans, Associate Directors for Recruitment and Marketing and Faculty staff on portfolio and subject marketing matters. * Represent the University position at internal and external meetings, deputising for the Assistant Director of Marketing and other senior colleagues as required. * To collaborate, network and use effective professional relationships with peers and sector bodies to establish a leading role in product development and subject marketing across the sector. * Proactively develop and maintain a range of external professional links and networks to adopt best practice and facilitate service benchmarking and improvements. * Undertake any other duties, commensurate with the grade of the post. | |
| Please note: This post will require you to work some evenings/weekends. During the clearing and confirmation period in August, around A level results day, leave will be restricted. | |