

# JOB DESCRIPTION

**Campaigns Manager - Marketing Office**

**Vacancy Ref:**

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| **Job Title:** Campaigns Manager | **Present Grade: 7P** |
| **Department/College:** Marketing Office, External Relations |
| **Directly responsible to:** Head of Campaigns |
| **Supervisory responsibility for:** Campaigns Officer, Marketing Impact Officer, Marketing Coordinators |
| **Major Duties:**Manage the University’s Campaigns Team (currently five in total) to deliver brand-level marketing campaigns for student recruitment, including brand awareness, lead generation and Clearing advertising campaigns, and prospect and applicant communication plans. **Campaign Management*** Manage the Campaigns Team to plan and deliver the University’s brand-level marketing campaigns for student recruitment.
* Plan and deliver integrated, multichannel advertising campaigns, including but not limited to, digital display and programmatic advertising, paid social media campaigns, paid search, and email marketing campaigns with external suppliers of prospect leads.
* Ensure marketing campaigns are delivered to brief, including setting and meeting objectives, deadlines and budget.
* Brief and manage external media buying agencies and suppliers to deliver effective advertising campaigns, ensuring campaigns are delivered to meet objectives, deadlines and budget.
* Ensure target audiences for marketing campaigns are appropriately segmented, including the use of geographic and demographic profiling, subject of interest categorisation, as well as audience personas.
* Oversee the performance monitoring and internal reporting of live marketing campaigns to optimise results, especially calls to action and conversion goals. Conduct data-driven post-campaign evaluation to determine the return on investment and recommendations for future activity.
* Act as a central point of contact and expertise for colleagues in faculty marketing teams in their development of advertising campaigns, offering advice and guidance to assist them in delivering effective marketing campaigns which achieve their student recruitment objectives.
* Undertake regular professional development and horizon scanning, both within and outside the HE sector, to maintain knowledge of new and emerging marketing techniques and digital platforms, and advertising opportunities.

**Content Marketing Management*** Manage the Campaigns Team to produce engaging marketing assets, including but not limited to video, photography, animation, infographics, booklets, and leaflets.
* Manage the Campaigns Team to develop and deliver content marketing plans, such as prospect and applicant communications plans and personalised customer journeys.
* Oversee the recruitment and supervision of a team of paid student Content Creators to produce content for use in marketing and email campaigns, in keeping with Lancaster’s content marketing approach to student recruitment.
* Brief and manage external agencies and suppliers to produce high-quality marketing collateral, ensuring projects are delivered to meet objectives, deadlines and budget.
* Ensure marketing assets and content meets the University’s quality standards and all regulatory compliance, such as accessibility regulations and those set by ASA and CMA legislation.
* Ensure marketing content produced is diverse and inclusive, and representative of the University’s values.
* Act as a central point of contact and expertise for colleagues in faculty marketing teams in their development of subject-specific marketing content, offering advice and guidance to assist them as required and sharing best practice whenever possible.

**Supplier/Contract Management*** Support the Head of Campaigns with the tender process to appoint and induct a media buying agency and marketing print supplier for the University.
* Support the Head of Campaigns with the contract management of a media buying agency and a marketing print supplier for the University, including the setting and monitoring of KPIs.
* Oversee the performance monitoring of paid profiles on affiliate sites such as The Student Room, Find A Masters, Prospects, etc, to determine the return on investment and recommendations for future activity.

**Leadership and liaison*** Manage the Campaigns Team, providing clear direction and setting priorities, and by supporting and inspiring the team to develop and excel.
* Manage the University’s domestic league table submission of marketing data (eg, our accommodation offer and scholarship packages, etc). Liaising with colleagues from across the University to gather the required information and ensuring all information is factually accurate and presented appropriately.
* Oversee the Marketing Impact Officer to deliver evaluation and marketing insight projects across the University’s student recruitment activity.
* 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.
* Represent the Campaigns Team at internal and external meetings, deputising for the Head of Campaigns as required.
* Undertake any other duties, commensurate with the grade of the post.

This post will require some weekend and evening work to provide campaign management as needed but especially during the clearing and confirmation period – usually mid-August around A level results day. Leave during this period (about two weeks) will be restricted.**Contacts** **Internal:** central professional services staff, senior management team, faculty and departmental staff, LUSU.**External:** External agencies, suppliers and providers, other institutions and organisations as appropriate. |