

Marketing Manager

Lancaster University Management School (LUMS)

Further Particulars



Summary

This is a senior professional position within Lancaster University Management School (LUMS) and is pivotal to achieving the School's strategy and our ambition to be recognised as a leading global management school. Reporting to the Head of School Administration and working closely with the University's Head of Marketing and members of the Faculty senior management team you will play a lead role in developing the LUMS marketing strategy. In addition, you will lead the delivery of marketing activity covering integrated marketing campaigns, development of targeted marketing materials and content, and managing brand consistency.

Recruitment to the role of Marketing Manager is taking place at an exciting time for LUMS. The School is triple-accredited, is highly ranked in all of the major UK and global leagues tables, enjoys strong student satisfaction and employability ratings and has a long history and reputation for research excellence. You will use your significant marketing knowledge and experience, talent for relationship building as well as creative thinking to advance our further development.

The role will involve a significant amount of engagement with a wide variety of people, working across academic departments, the Professional Services including the University Communication and Marketing team and external networks to raise awareness of LUMS and to ensure strong student recruitment. The ideal candidate will bring significant relevant knowledge and experience and will be able to demonstrate a record of achievement in previous marketing roles. Candidates will be familiar with working in a busy, demanding environment, have excellent communication and relationship building, influencing and negotiation skills and a good understanding of the UK higher education environment.

This varied and challenging role presents an exciting opportunity to work in a dynamic, successful and ambitious environment and offers wide scope for personal and professional development. The closing date for applications is 24th April 2015. Interviews are likely to be held on 18th May 2015.

About the University



Lancaster University is firmly established as one of the UK's top universities, recognised as a world player in research, and teaching. We are in the top 1% of universities globally, and rose to 131st place in the most recent Times Higher Education World University Rankings. The growing reputation of Lancaster is also reflected by high rankings year-on-year in each of the UK's major university league tables - The Guardian (10th), The Times/Sunday Times (12th), and The Complete University Guide (11th).

Over a sustained period the University has performed strongly in UK research ranking exercises. In the 2014 Research Excellence Framework (REF), 83% of its research was rated as world leading (35%) or internationally excellent (48%).

The University has a strong commitment to business engagement, with extensive involvement in collaborative research, consultancy, economic regeneration and training and has helped to create more than 4000 new jobs.

The University provides excellent facilities for its 12,000 students and 3,000 staff, having invested £450 million into its campus since 2002, creating new academic facilities, student social facilities and improved teaching space. Lancaster has award-winning eco-residences, having opened a £10 million Centre for the Creative Arts in 2010 and summer 2011 saw the opening of a brand new £20 million Sports Centre. Lancaster University is situated in a pleasant parkland campus with easy bike, bus or car transport to the town. Lancaster itself offers an excellent school, family environment and work/life balance.

Lancaster is establishing a global presence through partnerships and currently has around 4000 students registered at our overseas strategic partnerships in India, Pakistan, Malaysia and Ghana.

Strategy and Vision

The University has recently published an ambitious strategy for 2020. Our vision is to become a university that is globally significant – a leader in higher education that provides the highest quality research and teaching, and engages locally and internationally on the issues and debates of the day and future. Driven by research, and stimulating learning, the globally significant university informs and changes practice and thinking worldwide.

To find out more about the University please visit www.lancaster.ac.uk

KEY FACTS

Research and Impact

Lancaster is highly regarded for research excellence. In the 2014 Research Excellence Framework, the University's research was rated as 'world leading', and 18th in the UK overall. Lancaster is ranked 20th overall for impact, meaning research which has particular reach and significance. Lancaster has also been recognised for its vibrant research environment. This includes the strong support for researchers, the opportunities for cross disciplinary research and its excellent links with other research institutions worldwide.

[Business and Management](#) was ranked 1st in the UK at Lancaster when ranked for research power and 1st for the number of research active staff, showing LUMS to be the leading research intensive management school in the UK.

Our excellent performance in successive research assessment activities reflects our increasing portfolio of regional, national and international research partnerships that advance core disciplinary knowledge and address key societal issues. Business and industry are key to Lancaster's mission to produce applied knowledge and top graduates.

Lancaster works with more than 1,000 businesses per year and we have received the maximum HEIF funding in recognition of our success. Lancaster is a long established member of the UK research-focused fraternity, regularly contributing to world-leading innovative discovery and discussion.

A global university

International students from over 100 countries form over half the graduate school and 17% of Lancaster's undergraduate students are from outside the UK. Almost 30% of Lancaster's full time research and teaching staff are non-British and Lancaster recruits staff from over 60 countries.

Lancaster's community extends far beyond the campus with research, teaching and student exchange partnerships with leading universities and institutions around the world.

The network of overseas teaching partnerships is a key component of Lancaster's global outreach and commitment to internationalisation. Lancaster degree programmes are currently taught in collaboration with local institutions in India, Pakistan and Malaysia.

Lancaster University Ghana was launched in October 2013 and is the only university of its kind in West Africa, with plans to develop into a major research and teaching university of international standing, committed to producing graduates who have skills and knowledge to meet Ghana's industrial, societal and governmental needs. The campus is open to students from other West African countries and offers them a new UK higher education opportunity on the African continent.

Links with China also include the Lancaster China Management Centre which aims to develop new programmes of research and teaching relevant to the needs of Chinese managers. The University has also established a major new hub for Chinese language and culture on campus in the form of a

Confucius Institute awarded jointly to Lancaster and its partner, the prestigious South China University of Technology (SCUT) in Guangzhou.

The University has advanced plans to develop further significant partnerships in China.

Campus

The University is set near to the Lune Valley and the Forest of Bowland – areas of outstanding natural beauty – and on the edge of the Lake District. More than £400m has been invested into the estate since 2002, transforming the campus. Key developments include: new academic centres of excellence, student social facilities, improved teaching spaces and the largest student residences project in the UK. A new £20m sports centre was opened in 2011. Our student accommodation and other buildings have won a number of architectural and environmental awards. Capital investment will continue to be a feature of Lancaster’s strategic development programme. The campus is located a short distance from the vibrant and historic city of Lancaster, which has excellent schools.

Lancaster is easily accessible by road (M6, Junction 33) and rail (west coast main line). It is approximately an hour to the major international airport at Manchester.

Further Information

Further information can be found on the website www.lancaster.ac.uk including the University’s Strategic Plan <http://www.lancaster.ac.uk/about-us/theuniversity/strategic-plan/> and Annual Report <http://www.lancaster.ac.uk/about-us/rankings-and-reputation/annual-report/>

About the School



The Lancaster University Management School (LUMS) combines the passion for knowledge and ideas you would expect of one of the UK's top research-led business schools with the distinctive human qualities of a supportive and vibrant community. Since the University's founding just over 50 years ago, LUMS faculty and students have worked at the boundaries of knowledge and practice, challenging conventional wisdom and contributing to future best practice.

We are a world-ranked international business school and among the elite top one per cent of business schools worldwide to achieve triple accreditation by AACSB, AMBA and EQUIS. We typically place in the UK's top 10 and are the only UK business school to be highly ranked across all major activities (MBA and Masters, Undergraduate, PhD, Research and Executive Education). On this evidence we can claim to be the leading full-spectrum business or management school in the UK.

We are also a diverse school, combining both general and specialist undergraduate and postgraduate taught programmes in business, management, accounting, finance and economics.

LUMS comprises eight academic departments and numerous research centres which promote the full range of business and management subjects. With over 3000 undergraduate students, and a large and diverse postgraduate community, we recruit from all over the world. The post holder will, in association with the LU Head of Marketing, develop and implement a marketing strategy for LUMS covering all aspects of our business. Working closely with the central University Marketing team, they will provide an active lead in planning and managing marketing activities across the School and will promote and develop best practice in marketing activity.

This is a senior administrative role and the successful candidate will work closely with the Head of School Administration and the senior administrative team to take a holistic and pro-active view of the professional services offered to our students, staff and wider stakeholders. As part of the School's professional management group you will share collectively responsibility for implementation of the School's strategy.

Further information can be found on the website <http://www.lancaster.ac.uk/lums/>

Informal enquires may be directed to Sue Atherton, Head of School Administration
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