

JOB DESCRIPTION
Deputy Head of Marketing/Head of Campaigns
Vacancy Ref: A2705

Job Title: Head of Campaigns (Deputy Head of Marketing)	Present Grade: 8
Department/College: Marketing Office	
Directly responsible to: Head of Marketing	
Supervisory responsibility for: Digital Content Manager, CRM Manager, Publications Officer, Campaigns Coordinator	
Other contacts Internal: Pro Vice-Chancellors, Chief Administrative Officer, Deans and Associate Deans, Heads of Department. Colleagues in Admissions, Student Recruitment and International Office, Communications and Marketing, Professional Services Directors and others in Faculties and Academic Departments, Lancaster University Students' Union. External: Creative agencies and suppliers, partner institutions and organisations, UCAS	
The Role The Head of Campaigns leads on campaign management for the University. They oversee the advertising and campaign strategy including student recruitment campaigns, clearing and communications plans in order to elicit action for lead generation and conversion. The role's primary aim is to work towards achieving ambitious growth in student numbers through attracting, recruiting and retaining prospects throughout the applicant lifecycle at home and overseas. The post-holder deputises for the Head of Marketing and sits on a number of University committees. The role line-manages the Digital Content and Campaigns Teams.	
Major Duties: Marketing Content and Campaigns <ul style="list-style-type: none"> • Create and manage the development of marketing campaigns to effectively promote Lancaster University courses and the University offering in general. • Develop engaging and impactful content for enquirer and applicant communications for email, print and digital. • Develop integrated campaigns using the full marketing mix to drive student recruitment, working with the Digital Content and Campaign Teams. • Lead the development of digital content ensuring it is engaging and delivers target behavioural action. Marketing Excellence <ul style="list-style-type: none"> • Manage marketing activity dedicated to raising the profile of Lancaster University. • Promote and developing the best practice in marketing campaigns across the University. • Manage the relationship between marketing services provided centrally by the University and those provided within Faculties and Departments, ensuring that an integrated approach to campaigns is taken at all times. • Responsible for the marketing activity calendar ensuring call to actions and KPIs are monitored, met on-time and deliver a high return on investment. • Represent the Marketing Office on University committees. 	

Finance

- Manage all central campaign and advertising spend.
- Responsible for the oversight and practical regulation of specific elements of the marketing budget.

Brand

- Provide advice and information on the University brand.
- Ensure the brand guidelines are accessible to all internal colleagues and the toolkit is available.

Support

- The Head of Campaigns will deputise for the Head of Marketing when required.

Please note: This post is required to work during the clearing and confirmation period – usually the latter end of August around A-level results day.