

**JOB DESCRIPTION**  
**Marketing Manager**  
**Vacancy Ref: A2796**

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| <b>Job Title:</b> Marketing Manager (Faculty of Health and Medicine) 0.6FTE  | <b>Present Grade:</b> 7P                   |
| <b>Department/College:</b>   | Marketing Team, Communications & Marketing |
| <b>Directly responsible to:</b>  | Head of Marketing                          |
| <b>Supervisory responsibility for:</b>   | Marketing Coordinator                      |
| <b>Other contacts</b><br><b>Internal:</b><br>Professional Services including: Communications and Marketing, Recruitment and Admissions, Senior Management Team, The Academic Registry, Information Services and Library: Faculty and departmental staff.<br><b>External:</b><br>External agencies, suppliers and providers, other institutions and organisations as appropriate.   |  |
| <b>The Role</b><br>The Marketing Manager will lead the delivery of marketing activity for their dedicated Faculty in support of the Head of Marketing, Head of Campaigns and Faculty colleagues. This activity will include market research, development of effective marketing content and campaigns, and integration with central University marketing activity.<br><br>The postholder will provide an active lead in planning, developing and delivering marketing strategy for their dedicated Faculty in order to achieve agreed objectives particularly those associated with student recruitment.<br><br><b>Major Duties:</b> <ol style="list-style-type: none"> <li>1. To manage the development of marketing content to support effective promotion of courses within the Faculty including written copy, video and photography.</li> <li>2. Review and develop effective, engaging marketing materials and activity to drive student recruitment for the portfolio of courses within the Faculty, working closely with the Head of Marketing, Head of Campaigns, faculty marketing colleagues and academic departments.</li> <li>3. Provide a key link between the central Marketing and Digital Content Teams and the Faculty to ensure online content is engaging and delivers a powerful visitor experience.</li> <li>4. Providing specialist marketing expertise, support and guidance to the Faculty including marketing colleagues and academic departments.</li> <li>5. To initiate and project manage market research, including but not limited to desk research, and qualitative and quantitative primary research as appropriate to investigate and guide existing and future course portfolio, marketing and student recruitment activity.</li> <li>6. To manage market research projects to fully understand the target markets by subject area to inform marketing activity.</li> <li>7. To manage market research specifically supporting the development of new and existing courses within the dedicated Faculty.</li> <li>8. To work closely with the Market Research Team to ensure market research activity fits within the overall strategy and complements research taking place elsewhere.</li> <li>9. Representing the marketing team and Faculty on University committees.</li> <li>10. The Marketing Manager will deputise for the Head of Marketing and Head of Campaigns when required.</li> </ol> |  |

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. Leave during this period will be restricted.