

<b>Organisation:</b>	Luminate Education Group
<b>Primary Organisation Supported</b> <i>(only use this field for LEG service member of staff)</i>	University Centre Leeds
<b>Core Job Role:</b>	enter text retaining 'Table Text' style
<b>Job Title:</b>	Marketing Strategy Lead
<b>Reports to:</b>	Marketing Strategy Manager
<b>Grade</b>	D
<b>Date of compilation:</b>	July 2024

**ROLE SUMMARY:**

This role is responsible for devising and delivering a marketing strategy for an assigned HE brand (University Centre Leeds), aided by marketing and student recruitment professionals from across the department.

**SPECIFIC ROLE RESPONSIBILITIES:**

1. Supported by the Marketing Strategy Manager and feeding from the overarching marketing strategy, deliver a marketing strategy for an assigned HE brand within the Luminate Education Group, aided by a team of marketing professionals across the department.
2. Collaborate with the digital, school liaison/events, admissions, and international teams to ensure that marketing strategies are delivered coherently and proactively.
3. Collaborate with the communications team to ensure that all PR and other related communications activities are aligned with the brand's strategy.
4. Work in close collaboration with academic colleagues and institutional leaders to agree annual marketing strategies and discuss/update on operational marketing delivery.
5. Provide data and insight-led strategic guidance to curriculum colleagues related to curriculum development.
6. Manage relationships with external suppliers of marketing services

7. Supported by the Marketing Strategy Manager, ensure that all spend is within the annual budget.
8. Keep up to date with education sector and marketing industry developments and share such developments with the marketing and student recruitment function.
9. Participate in relevant student recruitment activities and enrolment, which will involve occasional weekend and evening work.
10. Attend and contribute to team meetings, planning days and other departmental staff events.
11. To conduct any other work commensurate to the role.

#### **GENERAL LUMINATE EDUCATION GROUP RESPONSIBILITIES FOR ALL STAFF:**

- Maintain and update knowledge of the subject/professional area and co-operate in any staff development activities required to effectively carry out the duties of the post.
- Comply with safeguarding procedures, including the promotion of the welfare of children and vulnerable adults.
- Comply with all relevant policies and procedures.
- Act with honesty and integrity to maintain high standards of ethics and professional standards.
- Use and promote restorative practice approaches.
- Comply with all legislative and regulatory requirements.
- Promote a positive image of the Luminate Education Group and member organisations.
- Any other duties commensurate with the level of the post, which may be required from time to time.
- Embody our Organisational Culture:

##### **Few rules & clear boundaries**

*The ability to be creative, within areas of focus.*

##### **Ownership & performance**

*Using our robust business planning model to allow areas to have clear ownership over their vision and remit.*

##### **Energy & enjoyment**

*Fostering an environment that enables our people and learners to be brave, interact and have fun.*

##### **Creative & reflective**

*Always hungry to learn and looking ahead to see what is on the horizon.*

##### **Passion & ambition**

*Encouraging all to think aspirationally, inspiring others to do the same.*

##### **Collaborative & responsive**

*Proactively seeking opportunities to create synergies and positive outcomes for all.*

## Person Specification

<b>Job Title:</b>	Marketing Strategy Lead
<b>Department</b>	HE Marketing and Student Recruitment

The specific qualifications, experience, skills and values that are required for the role are outlined below. You should demonstrate your ability to meet these requirements by providing clear and concise examples on the application form. Each criteria is marked with whether it an essential or desirable requirement and at which point in the recruitment process it will be assessed.

Methods of Assessment:

A = Application Form, I = Interview, **T = Test or Assessment, P = Presentation,**  
C= Certificate, MT = Micro Teach

<b>Qualifications and Attainments</b>		
<b>Essential (E) Desirable (D)</b>	<b>Criteria</b>	<b>Method of assessment</b>
E	Q1. Education to degree level or equivalent professional experience	A
D	Q2. A qualification in marketing, or equivalent relevant experience	A
<b>Experience and Knowledge</b>		
<b>Essential (E) Desirable (D)</b>	<b>Criteria</b>	<b>Method of assessment</b>
E	EK1. Demonstrable experience of developing marketing strategies in complex organisations	A / I / P
E	EK2. Demonstrable experience of translating marketing strategies into operational delivery	A / I / P
E	EK3. Experience of managing stakeholder relationships (both internal and external to an organisation)	A / I

D	EK4. Experience of people management and development	A / I
E	EK5. Experience of leading multi-channel marketing campaigns and measuring results	A / I
D	EK6. Experience of budget management	A / I
D	EK7. Experience of project management	A / I
D	EK8. Experience of driving efficiencies in marketing processes	A / I
D	EK9. Experience of delivering successful marketing activities in the Higher Education sector	A / I
D	EK10. Knowledge of the latest trends and key insights in the Higher Education sector	A / I

<b>Skills and Competencies</b>		
<b>Essential (E) Desirable (D)</b>	<b>Criteria</b>	<b>Method of assessment</b>
E	SC1. Excellent communication skills both verbal and written	A / I / P
E	SC2. Leads by example and seeks to innovate constantly	A / I
E	SC3. Stays focussed on a set strategy, but with the ability to remain agile as required	A / I
E	SC4. Takes an inclusive and collaborative approach to working life.	A / I
E	SC5. Outstanding organisational skills and attention to detail.	A / I
D	SC6. Can confidently and professionally build working relationships with colleagues of varying seniority and responsibility.	A / I / P
D	SC7. Ability to lead and manage change	A / I
D	SC8. Ability to adapt leadership and management style to suit the needs of different team members	A / I

D	SC9. Ability to translate data, insight and research into actionable recommendations	A / I
D	SC10. Can operate effectively in complex environments including matrix reporting lines	A / I
<b>Behavioural, Values and Ethos</b>		
<b>Essential (E) Desirable (D)</b>	<b>Criteria</b>	<b>Method of assessment</b>
E	B1. Support and promotion of equality, diversity and inclusion	A/I
E	B2. Promotion of a safe environment for children, young people and vulnerable adults to learn in	I
E	B3. Commitment to the PREVENT agenda	I
E	B4. Commitment to professional standards	I
E	B5. Commitment to restorative practice approaches	I