

JOB DESCRIPTION

Job Title:	Head of Marketing (Maternity Cover)
Department / Unit:	Marketing and Communications
Job type	Full Time, Fixed Term (Maternity Cover)
Grade:	RHUL 8
Accountable to:	Assistant Director, Marketing
Purpose of the Post	
<p>The Marketing team is responsible for motivating and engaging target external audiences by identifying, bringing to life and effectively expressing Royal Holloway's stories through a variety of channels in the most inspiring, impactful and relevant way.</p> <p>Role purpose</p> <p>Working both in conjunction with other members of the team or on their own projects as appropriate, and within a strategic framework agreed with the Assistant Director, Marketing, to lead the planning, development and implementation of marketing communication campaigns and programmes which promote the reputation of Royal Holloway and support its growth ambitions.</p>	
Key Tasks	
<p>Key responsibilities</p> <ol style="list-style-type: none"> 1. Using audience insights and an evidence-based approach, lead the planning, development and implementation of targeted and creative external marketing communications activity that engages, and makes a measurable, positive impact, on identified target audiences. 2. Ensure an integrated approach to the planning and delivery of content and marketing activity / campaigns, ensuring colleagues across Marketing and Communications, and the disciplines they represent, and as appropriate across the university, are consulted, engaged and involved as appropriate. 3. As part of an integrated programme of activity, work in collaboration with the Student Recruitment team to directly support their targeted activity at a local and international level, within the context of the wider goals of Marketing and Communications. 4. Maximise the contribution of owned, earned and paid for channels to achieve effective campaign development and delivery. Ensure all campaigns are developed within the context of a digital first ambition. 	

5. Champion the integrity of the Royal Holloway brand and narrative, and ensure its consistent, authentic and appropriate/targeted application in content the team is responsible for. In addition, progress a clear framework in which other colleagues around the university are engaged with the brand and able to deploy it successfully in their own work in all mediums.
6. Develop ideas for and manage the creation of creative and innovative static and dynamic content which engages the identified target audience(s) and has clear calls to action. Ensure that the value in content produced by the Marketing team can be harnessed by other teams and for other purposes, particularly student recruitment.
7. Be responsible for ensuring effective marketing support is provided to academic faculties to both strengthen the university's reputation and support student recruitment, through effective management of the resources within the team.
8. In partnership with the Head of Recruitment Campaigns, ensure a joined-up approach to working with academic departments in support of department-specific recruitment activity.
9. Be responsible for ensuring that data made available for other teams is interrogated and analysed to ensure every activity is evidence-based. Ensure that insights generated by the Marketing team are effectively and efficiently shared across Marketing and Communications to inform broader team and College thinking.
10. Be responsible for ensuring web content assigned to the team is robustly managed according to website governance models.
11. Work closely with colleagues across the wider Marketing team to ensure content on partner websites, such as Hotcourses, UCAS Course Collect, Study Group, Student Room and on third party sites such as Complete University Guide is accurate and reflects the Royal Holloway brand.
12. As required, directly support other services across the College with communications materials which externally promote the university at a corporate level.
13. Develop, grow and maintain effective working relationships and networks with key individuals internally and externally within higher education
14. Be a role model for leadership, continuous improvement and a source of inspiration for creativity and innovation in campaign development and delivery. Lead the way in proposing new ideas and applying best practice to the work of the team and the Marketing and Communications directorate more broadly.
15. Ensure high standards of accuracy, attention to detail and customer service, and that the team is solution-focused.
16. Ensure the team adopts a risk management approach that considers operational, reputation and strategic risks in relation to campaign development and execution.
17. Manage designated budgets as appropriate, ensuring activity is delivered within agreed spend
18. Undertake some out-of-hours activities and events, in accordance with the College TOIL policy
19. Undertake other duties as may reasonably be required and which are commensurate with the grade.
20. Volunteer time during the working day to support College priorities such as, but not limited to, Graduation, NSS survey completion.

Other Duties

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the College. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager.

The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.