



## JOB DESCRIPTION

<b>Job Title:</b>	Marketing Manager
<b>Department / Unit:</b>	Marketing and Communications
<b>Job type</b>	Part-time 0.4(job share); Maternity cover
<b>Grade:</b>	7
<b>Accountable to:</b>	Head of Marketing
<b>Accountable for:</b>	N/A
<b>Purpose of the Post</b>	
<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>Working both in conjunction with other members of the team or on their own projects as appropriate, and towards outcomes agreed with the Head of Marketing, the Marketing Manager will identify and respond to the marketing and communication needs of a specified internal group, agreed strategic need or audience segment, in order to strengthen the reputation of Royal Holloway and support its growth ambitions.</p>	
<b>Key Tasks</b>	
<ol style="list-style-type: none"> <li>1. Plan and lead the development and delivery of insight-driven and audience-led marketing activity / campaigns to directly support the identified internal group, agreed strategic need or audience segment within the context of the wider goals of Marketing and Communications.</li> <li>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.</li> <li>3. Take responsibility for the efficient and effective delivery of assigned activity which sits within the context of a larger, multi-team campaign which is being led by colleagues elsewhere in Marketing and Communications.</li> <li>4. Be a role model for first class service delivery through own professionalism, and the positive management of stakeholder expectations by establishing and adhering to agreed approval processes.</li> </ol>	

5. Act as the key point of contact between Marketing and Communications and the internal colleagues representing the internal group, strategic need or audience segment the role is aligned to.
6. Be responsible for ensuring assigned web content or content associated with the identified internal group, strategic need or audience segment is robustly managed according to website governance models. Work in partnership with the Digital and Recruitment Campaigns teams to identify and action as agreed innovations and new content which will enhance the role the website plays in strengthening the university's reputation and supporting its growth ambitions.
7. Champion a digital first approach to activity planning and execution, ensuring content is appropriately targeted, impactful and engaging.
8. Support the work of colleagues across Marketing and Communications by providing insight and content about the internal group, strategic need or audience segment the role is aligned. Ensure the needs of both are being met as far as is reasonable or practical.
9. Be recognised by colleagues across Marketing and Communications as a subject matter expert on the internal group, strategic need or audience segment.
10. Ensure the integrity of the Royal Holloway brand and narrative within both a digital and analogue environment and in any tailored narrative developed to support the internal group, strategic need or audience segment.
11. Lead the development of tailored narratives for the internal group, strategic need or audience segment.
12. Develop, grow and maintain effective working relationships and networks with key individuals internally and externally within higher education.
13. Support some out-of-hours activities and events, in accordance with the College TOIL policy. This includes, but is not limited to Applicant Visit Days and Open Days.
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15. Any other duties as required by the line manager, Assistant Directors or Director that are commensurate with the grade.
<b>Other Duties</b>
<p>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.</p> <p>The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.</p>
<b>Internal and external relationships</b>
<p>The following list is not exhaustive but the post holder will be required to liaise with:</p> <ul style="list-style-type: none"> <li>• Marketing, Campaigns and Digital colleagues</li> <li>• Student Recruitment teams</li> <li>• Internal communications team</li> <li>• PR team</li> </ul>

- Development, Events and Alumni Relations teams
- Scholarships Officer
- Other Professional Services teams (e.g. Finance, Student Administration, Accommodation etc)
- Academic and academic support colleagues