



JOB DESCRIPTION

Job Title:	Head of Product Marketing
Department / Unit:	Marketing and Communications
Job type	Full time, Fixed Term (maternity cover)
Grade:	RHUL 8
Accountable to:	Deputy Director, Marketing
Accountable for:	Marketing Managers x 5, Marketing Officer x 1, Creative team x 4
Purpose of the post	
<p>Working in conjunction with other members of the team or on their own projects as appropriate, the Head of Product Marketing is responsible for successfully launching new courses and academic and non-academic initiatives into UK and international markets, helping create demand; as well as ensuring Royal Holloway's overarching selling points and brand story are effectively and consistently communicated to engage target audiences.</p>	
Key tasks	
<ol style="list-style-type: none"> 1. Using a data- and audience-driven approach, lead the planning, development and implementation of a product marketing strategy that maximises the success of Royal Holloway's courses and wider academic and non-academic offer; deploying targeted and creative external marketing communications activity that supports awareness-raising, and the acquisition and retention of new students. 2. Obtain and embed an understanding within the team of the competitive landscape and be a subject matter expert for how Royal Holloway's offer is positioned in both the UK and international markets; ensuring regular gathering and analysis of competitor intelligence to inform communications plans. 3. Support the team to develop clear and compelling product positioning and messaging, collaborating with internal stakeholders as necessary, utilising audience and competitor insight, and ensure customer-facing teams are equipped with information in a timely manner. 4. Be responsible for ensuring that data and insights generated by the Marketing team are made available for other teams; effectively and efficiently shared across Marketing and Communications to inform broader team and University thinking. 	

5. Drive 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 necessary across the university, are consulted, engaged and involved as appropriate.
6. Work with media planning, buying and creative agencies as appropriate to maximise the contribution of owned, earned and paid-for channels to achieve optimum campaign development and delivery, underpinned with clear targets and ROI measures. Ensure all campaigns are developed within the context of audience insight, and champion a digital first approach.
7. Drive a relentless focus on evaluation of all planned activity, to optimise its contribution to student number, brand awareness and other targets, and ROI and cost per acquisition measures.
8. Champion and embed the integrity of the Royal Holloway brand, narrative and visual identity, and ensure its consistent, authentic and appropriate/targeted application in content the team is responsible for. In addition, maintain a clear framework in which other colleagues around the University are engaged with the brand and confident to deploy it successfully in their own work in all mediums.
9. Develop ideas for and oversee the production of creative and innovative static and dynamic content which engages the identified target audience(s), with clear calls to action. Ensure that content produced by the Marketing team is designed in such a way that its value can be harnessed by other teams and for other purposes, particularly student recruitment.
10. Working closely with the Head of Acquisitions Marketing and CRM, and Head of Digital, be responsible for ensuring effective marketing support is provided to academic departments to both strengthen the university's reputation and support student recruitment, through effective management of the resources within the team.
11. Be responsible for ensuring web content assigned to the team is robustly managed according to website governance models.
12. Drive a programme of regular maintenance and optimisation of Royal Holloway's content on free-of-charge and paid-for partner and third party is accurate and reflects the Royal Holloway brand.
13. As required, directly identify and support other services across the University with communications materials which externally promote the university at a corporate level.
14. Develop, grow and maintain effective working relationships and networks with key stakeholders at all levels both within Royal Holloway, and with external agency and strategic partners.
15. 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.

16. Ensure high standards of accuracy, attention to detail and customer service, and that the team is solution-focused.
17. Ensure the team adopts a risk management approach that considers operational, reputation and strategic risks in relation to campaign development and execution.
18. Robustly manage designated budgets as appropriate, ensuring activity is delivered within agreed spend.
19. Volunteer time during the working day to support University priorities such as, but not limited to, Graduation, NSS survey completion.
20. Undertake occasional out-of-hours activities and events, in accordance with the University's TOIL policy.
21. Undertake other duties as may reasonably be required and which are commensurate with the grade.

Other duties

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the University. The postholder will be expected to undertake other duties as appropriate and as requested by their manager.

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

Internal and external relationships

The following list is not exhaustive but the postholder will be required to liaise with:

- Deputy Director, Marketing
- Head of Digital
- Head of Acquisition Marketing and CRM
- Deputy Directors/Head of other teams within Marketing & Communications
- Director of Strategic Communications & Marketing
- Heads of Professional Services and their teams
- Members of School Executives (academic)
- Other academic staff
- Students' Union staff
- Current students (especially Student Ambassadors)
- External agencies, partners and suppliers

PERSON SPECIFICATION

Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below.

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Department: Marketing and Communications

	Essential	Desirable	Tested by Application Form/Interview/Test
Knowledge, Education, Qualifications and Training			
First degree or equivalent professional qualification e.g CIM	X		Application Form
Skills and Abilities			
Personal leadership and integrity	X		Interview
Excellent verbal and written communication skills	X		Application Form/ Interview
Strong negotiation, diplomacy and stakeholder management skills	X		Interview
Highly confident managing multiple workstreams, and able to work under pressure	X		Interview
Proactive, positive and enthusiastic approach	X		Interview
Very organised with strong attention to detail	X		Application Form/ Interview
Commitment to providing outstanding levels of customer service	X		Interview
Experience			
Extensive experience of working in a communications or marketing environment	X		Application Form
Track record of planning and delivering successful communication strategies and supporting plans, with a focus on external engagement	X		Interview
Evidence of experience in adopting an integrated campaign-led and digital first approach	X		Application Form/ Interview
Evidence of experience in developing frameworks to effectively ensure the integrity of a brand	X		Interview
Experience in developing effective measurement and reporting mechanisms to identify trends and insights and applying these to shape and develop future activity	X		Application Form/ Interview
Evidence of considerable experience / knowledge of the following: budget management, design and print	X		Application Form/ Interview

production, digital content creation, content management systems			
Experience in managing multiple stakeholders with complex and sometimes conflicting agendas	X		Interview
Experience of managing budgets and resources to deliver maximum value for money	X		Application Form/ Interview
Significant experience of leading and line managing a high performing team	X		Application Form/ Interview
Knowledge of the issues and trends facing the Higher Education sector in the UK in relation to student recruitment		X	Interview
Other requirements			
Willingness to be flexible, including working beyond normal working hours where necessary	X		Interview

November 2022 (factual updates made May 2024)