



Job Description

Job Title:	Head of Brand, Communications and Marketing - (CoSTAR National Lab and Network)
Department:	StoryFutures SBU
Job type:	Professional Services, Full Time, Permanent
Grade:	RHUL 9
Accountable to:	Director of Operations, CoSTAR National Lab
Accountable for:	<u>Direct reports:</u> Industry Outreach Manager, PR, Media & Events Manager, Digital Content Producer & Marketing & Communications Coordinator
Purpose of the Post	
To lead and manage a proactive Brand, Marketing and Communications function for the whole of the CoSTAR National Lab that contributes to building awareness, promoting relevant opportunities and events and developing the reputation and brand of CoSTAR National Lab & CoSTAR Network - both locally and nationally. This will include the development of a brand and PR strategy and the subsequent implementation of these approaches. This involves building awareness, influence and advocacy through relationship building with all CoSTAR network labs, key CoSTAR Network and National Lab partners (academic & industry), creative industry & sector organisations and SME's by creating and telling compelling stories, developing promotional marketing campaigns, building an engaging annual events programme, developing brand strategy and managing ongoing communications & crisis situations. The role will also feed into the overall Operational Strategy for CoSTAR and StoryFutures as a whole.	
Key Tasks	
Strategic Leadership	
• Develop and implement a comprehensive marketing, brand and communications strategy aligned with the CoSTAR National Lab and CoSTAR Network KPIs, working closely with the Directors of CoSTAR National Lab • Lead a multidisciplinary team to deliver integrated marketing campaigns, communication initiatives and high-impact events. • Provide strategic counsel to CoSTAR National Lab & CoSTAR Network senior leadership and UKRI / AHRC funder & wider CoSTAR stakeholders on marketing, brand, reputation management, crisis communications, PR and engagement. • The post-holder will be actively visible and highly engaged with the Senior Leadership teams of CoSTAR National Lab and CoSTAR Network and UKRI / AHRC funder & wider CoSTAR stakeholders, supporting and advising on key marketing, brand & communications issues.	

- Be an active member of the CoSTAR National Lab senior leadership team and associated meetings, providing strategic brand, marketing & communications input to the planning and management of the CoSTAR National Lab programme of activities
- Manage and monitor agreed marketing & showcasing budgets for CoSTAR National Lab ensuring all brand, marketing & communications activities are planned, managed and delivered within agreed spend. The role holder will also ensure that all procurement within the team follows institutional and government policies.

Brand, Marketing & Communications Management

- Champion and embed the integrity of the CoSTAR Network and National Lab 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 for CoSTAR Network and National Lab are engaged with the brand and confident to deploy it successfully in their own work in all mediums e.g. presentations, social media, promotional tools.
- Creation of Brand and PR Strategy for CoSTAR National Lab and Network.
- Oversee all internal and external communications, ensuring alignment with the CoSTAR National Lab and CoSTAR Network priorities, brand identity and tone of voice.
- Lead the CoSTAR Network Communications Working Group working closely with all CoSTAR Network Lab comms leads to deliver integrated, consistent brand, marketing & communications activities, identifying alongside a collaborative events and activity calendar.
- Oversee delivery of all CoSTAR Network and CoSTAR National Lab integrated marketing & communications activities across the CoSTAR Network website, CoSTAR Network LinkedIn, Instagram & YouTube, CoSTAR Network CRM and any future digital platforms.
- Drive an integrated approach to the planning, creation and delivery of impactful content and marketing campaigns across all communications platforms, including web, digital, social media, print, CRM and media, using creative imagery, skills and video content to engage relevant target audiences.
- Foster strong relationships with internal colleagues, media outlets, creative agencies and partners in order to raise awareness and generate local and national media coverage.
- Work with the CoSTAR Directors to advise and manage the CoSTAR Network and CoSTAR National Lab's reactive / proactive response to the media in the event of an issue or crisis.
- Develop a strategy and approach to Press and Media training for the CoSTAR and StoryFutures teams.

Strategic Partnership & Stakeholder Management

- Develop, grow and maintain effective working relationships / networks with key individuals within the CoSTAR National Lab and wider CoSTAR Network. Build and maintain strong relationships with key audiences, including CoSTAR colleagues, key academic partners (Abertay University, University of Surrey, NFTS & wider network institutions), industry partners (BT, Pinewood, Disguise & wider network partners), future industry partners, funders & key stakeholders (AHRC, UKRI, DCMS), RHUL professional service colleagues, media, sector networks / bodies and community partners
- Develop and oversee the delivery of industry engagement strategies to strengthen connections with local, national, and international creative industry and sector audiences, working closely with Access Programmes team (PPP and E&C)

Data-Driven Insights & Reporting

- Use analytics and key metrics / KPIs to measure the effectiveness of marketing & communication strategies, activities and events, driving continuous improvement.
- Stay informed on emerging trends in marketing, communications, event management, and creative industries to ensure CoSTAR National Lab remains at the forefront.
- Oversee the production of reports and case studies as required to raise awareness of the activities and successes of CoSTAR National Lab teams, associated partners and companies

National Lab Event Strategy

- Design and oversee the execution of the Marketing, Brand and PR/Comms relating to key CoSTAR National Lab events, including in-person and online / hybrid workshops, masterclasses, industry engagement and press events, including Pinewood opening and launch events
- Oversee the development of event best practice documentation and processes and ensure these are implemented across all teams, working closely with the Operations and Producer teams.

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 post holder will be expected to undertake other duties as appropriate and as requested by their manager.

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

Our Values

Advancing equity and inclusion is central to our identity as a University of Social Purpose, guided by our values of being Respectful, Innovative, Open, and Daring. We strive to build a fair and inclusive environment for all colleagues and students, where we challenge ourselves and others with integrity, and approach difference with understanding and kindness. Every member of our community is expected to treat others with dignity, work collaboratively across a wide range of backgrounds and perspectives, and contribute to a place where everyone can participate fully and feel valued.

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: **StoryFutures**

Criteria	Essential	Desirable
Knowledge, Education, Qualifications and Training		
Proven experience in a senior strategic marketing, communications and/or brand role, ideally within creative industries, Film, TV, Media organisation	X	
Educated to degree level or with equivalent experience	X	
Knowledge of the creative industries, Film, TV, media, technology sector, and related public affairs and the regulatory / governance environment.	X	
Skills and Abilities		
Experience of leading a multidisciplinary team to deliver integrated brand, marketing, and communication campaigns and high-impact events.	X	
Evidence of formulating marketing & communications strategies in support of an organisation's overall strategy.	X	
Demonstrable ability of managing marketing, communications and broader engagement programmes, including examples of having developed lasting relationships with key stakeholders, partners and supporters.	X	
Proven ability to manage the reputation of an organisation through a crisis or issue, advise senior leaders and help it to prepare for one	X	
Confidence in creating and delivering presentations to groups of all sizes, peers and strangers. Experience of writing presentations for others to deliver would be an advantage	X	
Excellent communication skills, both written and oral; ability to create positive working relationships that enable collaboration with stakeholders at all levels, both internally and externally	X	
Significant experience of managing multiple internal and external stakeholders with complex and sometimes conflicting agendas	X	
Highly organised with the ability to prioritise effectively and to multi-task in order to deliver under pressure whilst maintaining attention to detail.	X	
Experience of managing external agencies, budgets & resources to deliver maximum value for money		X
Strong project management skills, with experience overseeing multiple high-profile projects simultaneously.		X

Experience		
Experience of working in the Film, TV, Creative Industries sector or similar environment		X
Proven track record in leading and supporting the development and delivery of marketing, communications and events through owned and earned channels that achieve agreed targets. This includes experience of developing marketing, communications, media relations and digital media plans and activities.	X	
Experience in evaluating the success of campaigns and producing summary reports / evidence of success	X	
Other Requirements		
Willingness to be flexible. Track record of working collaboratively	X	
Able to work some evenings and weekends by prior arrangement where necessary	X	