

<b>JOB DESCRIPTION</b>	
<b>Job title:</b>	Head of Marketing & Communications
<b>Reports to:</b>	Director of Marketing & Communications
<b>Department:</b>	Marketing and Communications
<b>Location</b>	Potterrow Office (working from home when Covid restrictions require)
<b>Direct Reports:</b>	Lead Designer, Senior Digital Experience Officer, Senior Marketing & Communications Officer, Commercial Marketing & Communications Officer, Welcome Team and Promotions Coordinator
<b>Indirect Reports:</b>	Digital Communications Assistants, Photographer/videographers, Welcome & Promotions team
<b>Revision Date:</b>	March 2021
<b>Job Purpose and General Dimensions</b>	
<p>The Students' Association's Marketing and Communications team works to increase engagement with the organisation's diverse offering through the creation and delivery of effective communications, marketing campaigns and initiatives.</p> <p>The Head of Marketing &amp; Communications leads the delivery of the organisation's marketing and communications activity, and manages the marketing team day-to-day; supporting them to achieve their objectives.</p> <p>The post holder is responsible for delivering communications and marketing for all of the Students' Associations activities which include: student representation; advice service; student groups' support; and our commercial activity (i.e. Retail, Hospitality, Events, Conferencing and Advertising).</p> <p>The role demands a solid understanding of strategy execution and campaign planning, marketing principles, creative flair, and up-to-date digital marketing and communications knowledge.</p> <p>The post holder will demonstrate a proven ability to create and execute campaigns which generate engagement with audiences, and will be expected to possess excellent communication and interpersonal skills, a collaborative and flexible approach and sharp problem solving abilities; along with a client and customer focused approach.</p>	
<b>Main Duties and Responsibilities</b>	
<p><b>Main Duties</b></p> <ul style="list-style-type: none"> <li>Ensuring strong, collaborative working relationships with colleagues across all departments within the Students' Association</li> <li>Developing and delivering innovative marketing campaigns, in collaboration with colleagues, which are strategically created to meet the organisation and project's objectives and based on audience insight and market analysis</li> <li>Responsibility for communicating and marketing our:</li> </ul>	

- Representation work; including our elected Sabbatical Officers' and other Student Representatives' work, Student Elections, Student Council, Teaching Awards, Student Awards
- Commercial activity delivered by Trading Operations, Business Development (Entertainment & Events, Conferencing, Advertising), Retail and Festival
- Welcome Week (Freshers') activity
- Advice Place, Student Opportunities (Societies, Peer Learning & Support, Volunteering & Global) and Sustainability work
- Monitoring, and communicating to colleagues, the impact of work undertaken; by target setting, tracking and analysing all engagement data available (e.g. sales figures, digital engagement and feedback)
- Initiating and developing relationships with key external stakeholders including various University of Edinburgh departments, suppliers, industry peers and project partners

#### **Standards and Service**

- Ensure the Students' Association's values are prevalent in your attitude and approach to all work, in word and deed
- Ensure that all communications are produced to the highest - fit for purpose - standards and are engaging, relevant, timely and targeted
- Ensure the Students' Association's brands are maintained, developed and utilised to the benefit of the organisation at all time

#### **People Management and Development**

- Recruit, train and manage the Senior Digital Experience Officer, Senior Marketing Officer, Lead Designer, Welcome Teams & Promotions Coordinator and support them in the recruitment, training and management of their direct reports; ensuring agreed targets and standards are met
- Support the Director of Marketing & Communications with leading the team as a whole
- Provide guidance and training for other Students' Association staff members and students on marketing and communication, as required

#### **Finance and Resource Management**

- Prepare and manage the Marketing & Communications budget
- Prepare and deliver the Marketing & Communications Balanced Scorecard

#### **Business Development and Continuous Improvement**

- Undertake training and knowledge development as required to meet the objectives of the role

#### **Communication**

- Ensure that the Director of Marketing and Communications is appraised on a regular basis on all aspects of your work
- Both lead and take an active role in regular team and project meetings and schedule one-to-one meetings where appropriate
- Provide written or verbal reports to management when required

### Key Relationships

- Director of Marketing & Communications
- Direct and indirect reports and all Marketing and Communication team members
- Elected Student Officers
- The Head of Department group
- Internal client groups, including Commercial Services and Membership Support & Development teams
- University stakeholders as appropriate
- External stakeholders, including suppliers, Press and Media

### OTHER:

- The Students' Association's overall vision is that *'all students at Edinburgh should have the power to shape their own future and enjoy a vibrant and cohesive student community where everyone is valued and respected'*. Our staff have an essential part to play in achieving this vision. Every staff member at the Students' Association, wherever they work, has the same responsibility.
- A commitment to the delivery of the Students' Association's Strategic Plan through the implementation of departmental plan activities
- A positive and respectful attitude to all Students' Association staff, its management, the organisation as a whole, and its members, clients and partners
- To ensure that every student, staff member or visitor using any of our services has the best possible experience of that service and of the Students' Association as an organisation.
- Adhere to and support Students' Association's Ethical, Environmental and Health and Safety policies and procedures
- A commitment to training and development of self and others
- Any other appropriate duties as reasonably required by your line manager, Departmental manager or Senior Management

PERSON SPECIFICATION			
Job title:		Head of Marketing & Communications	
Person Summary			
An experienced and competent Head of Marketing & Communications with excellent leadership, communication and project management skills, and a flair for delivering creative campaigns.			
Required Experience		Essential	Desirable
Experience in an integrated marketing and communications role (minimum 4 years)		X	
Experience of project managing multi-stakeholder projects		X	
Experience of creating strategic communications plans		X	
Experience of creating and delivering creative marketing campaigns (on and off line)		X	
Experience of writing and distributing press releases and of responding to press enquiries		X	
Experience of line management		X	
Experience of budget setting and management		X	
Experience of commissioning videography, photography and design work		X	
Experience of delivering communications for a not-for-profit or membership organisation		X	
Experience of delivering communications for a commercial organisation		X	
Experience of working with content management (website) and bulk-email systems		X	
Experience of working with customer relationship management (CRM) systems; including data utilisation			X
Experience of commissioning and undertaking research, insight and evaluation work			X
Skills and Proficiency		Essential	Desirable
Strong organisational and administrative skills and the ability to prioritise and meet tight deadlines		X	
Skilled use of Microsoft Office software including Powerpoint, Excel, Word and Outlook		X	
Ability to work on multiple projects simultaneously whilst ensuring attention to detail		X	
Established project management skills		X	
A firm grasp of marketing and communications principles and awareness of emerging trends		X	
A strong understanding of how to create communications for a range of target audiences		X	

Strong creative thinking and problem solving skills	X	
Excellent copywriting, copy editing and proofreading skills	X	
Ability to communicate ideas and viewpoints clearly, concisely and non-confrontationally in person and in writing	X	
Proven ability to work within brand guidelines	X	
<b>Training and Qualifications</b>	<b>Essential</b>	<b>Desirable</b>
Educated to degree level or equivalent	X	
Qualification in marketing and/or communications	X	
Qualification in leadership		X
<b>Other personal attributes</b>	<b>Essential</b>	<b>Desirable</b>
The ability to demonstrate and engender a positive, helpful and welcoming attitude to fellow staff, members and customers	X	
A commitment to and understanding of ongoing professional development	X	
High personal standards of performance and pride in your work and high expectations of your team and organisation	X	
A willingness to learn new skills as required and undertake appropriate training	X	
Flexibility in terms of hours/days worked to suit organisational needs (including evening and weekend work)	X	
Understanding of the Students' Association's work	X	
Shared values and work ethos with the Students' Association	X	
Persuasion, influencing and negotiating skills	X	
Attention to detail	X	
<b>Shared Values</b>		
<p>Our core values are the most important way in which we define who we are. They guide our strategy, inform our everyday decisions and influence our behaviour, both as an organisation and as individuals representing the Students' Association.</p> <ul style="list-style-type: none"> <li>• Students first</li> <li>• Home from Home</li> <li>• A place for all</li> <li>• Power to change</li> </ul>		

### **Shared Principles**

Our Strategic Principles are the most important way in which we define who we are. They guide our strategy, inform our everyday decisions and influence our behaviour, both as an organisation and as individuals representing the Students' Association.

- Student led
- Power to change
- Diverse student communities
- Open and helpful
- Collaboration
- Ethically and environmentally responsible
- Social Enterprise

See our [Strategic Plan 2019-25](#) for more details.