

JOB DESCRIPTION	
Job title:	Head of Marketing & Communications
Reports to:	Director of Marketing & Communications
Department:	Marketing and Communications
Location	Potterrow Office and home working
Direct Reports:	Lead Designer, Senior Digital Marketing Officer, Senior Marketing Officer, Welcome Team and Promotions Coordinator
Indirect Reports:	Digital Marketing Assistant, Photographer/videographers, Welcome & Promotions team
Revision Date:	September 2022
Job Purpose and General Dimensions	
<p>The Marketing and Communications team works to increase awareness of and engagement with a diverse and dynamic range of student services. These include our student Welfare and Support campaigns and services; our bars, shops and catering outlets; our work to support and embed student-led campaigns, representation and democracy; alongside promoting a packed Entertainments programme of events, club nights and social events. All of this happens across four iconic venues where our student community gather – Teviot Row House, King's Buildings House, Potterrow and the Pleasance.</p> <p>The Head of Marketing & Communications leads the team in the creation and delivery of effective communications, marketing campaigns and initiatives 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 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>	
Main Duties and Responsibilities	
<p>Main Duties</p> <ul style="list-style-type: none"> • Ensuring strong, collaborative working relationships with colleagues across all departments within the Students' Association • 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 • Responsibility for communicating and marketing our: <ul style="list-style-type: none"> ○ 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

- Manage the Senior Digital Marketing Officer, Senior Marketing Officer, Lead Designer, Welcome Team & Promotions Coordinator and support them in the recruitment, training and management of any 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 shared responsibilities/ expectations:

- The Student Association's overall ambition is that 'By 2025, we will be a high performing students' union, valued by our members, delivering outstanding support and services for a vibrant, well-rounded time at university' Our staff are essential to fulfilling this ambition.
- 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.
- 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	
Training and Qualifications	Essential	Desirable
Educated to degree level or equivalent	X	
Qualification in marketing and/or communications	X	
Qualification in leadership		X
Other personal attributes	Essential	Desirable
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	
Our Purpose		
To enhance student life at the University of Edinburgh by providing representation, services, activities and support.		
Our Principles		
<p>Our core 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.</p> <ul style="list-style-type: none"> • Student led – prioritise work and services that matter to students • Power to change – be strong representatives, campaigning for students • Diverse student communities – a sense of belonging for all • Open and helpful – in our communications and interactions • Collaboration – harnessing the benefits of working together • Ethically and environmentally responsible – conscious of our impact • Social enterprise – trading, with multiple benefits for our members 		