

JOB DESCRIPTION



Job Title: Marketing Manager – Creative Industries
Ref No: MKG49
Campus: Hendon
Grade: 7
Salary: £33,893 - £38,957 inclusive of Outer London Weighting per annum
Period: Fixed term for 2 years
Reporting to: Director of Student Marketing and Recruitment
Reporting to
Job Holder: None

Overall Purpose: Responsible for delivering growth in income and reputation from a range of subject areas aligned to the creative industries within the Middlesex University course, research and knowledge transfer portfolio. Able to think and plan strategically and respond rapidly to new opportunities, you will need to provide exceptional levels of market insight and strong relationships with industry contacts to assist in the development and delivery of outstanding marketing strategy and associated action plans. Ideally with prior experience of building a strong brand from scratch, this role will require exceptional people and networking skills to mobilise internal staff resource and external contacts around identified opportunities to grow income and reputation.

Principal duties:

- Develop and deliver clear marketing strategy and positioning for assigned areas
- Work with the academic team to create an offer which has maximum appeal to target markets, in particular feeding in external insight to ensure developments are robust and will maximise appeal.
- Develop new product introduction strategies and ensure all internal and external resources are coordinated to have maximum impact.
- Work with the International Marketing Manager to develop regional marketing plans, focusing on growth in identified target markets
- Act as the main contact point for all external relationships with the creative industries, – ensuring the Middlesex approach to these relationships is consistent, coordinated and maximises income and reputation building opportunities
- Identify ways to add value/enhance existing student recruitment marketing within the team, ensuring that all recruitment campaigns showcase creative industry expertise in an engaging and integrated way

- Work with the alumni team to maximise relationships with alumni in the creative industries area to maximise advocacy and reputation build, as well as a potential source for further income.
- Identify and develop key feeder routes -to ensure marketing activities build reputation the creative industries and deliver strong recruitment.
- Monitor competitors to ensure we have the edge and are mindful of the external context in making all decisions in the flagship area. Ensure effective distribution of competitor insight to relevant Middlesex staff.
- Deliver innovation in the digital marketing sphere to maximise customer engagement and ensure effective tracking of results.
- Manage assigned budget and effective campaign tracking.

PERSON SPECIFICATION

Job Title: **Marketing Manager – Creative Industries**
Campus: **Hendon**

Selection Criteria:

ESSENTIAL:

- Extensive marketing experience
- Excellent interpersonal skills combined with assertive personality,
- Excellent networking/business development skills within a creative industries context
- Proven organisational and project management skills required to manage an extensive portfolio of events and activities
- Evidence of creativity in campaign development and implementation
- Experience of working within, or closely with a PR agency or internal PR function as part of the overall marketing communications mix
- Experience of commissioning/undertaking research and insight to support effective marketing
- Extensive experience in marketing planning and implementation, including significant budget management
- Ability and experience in setting, monitoring and reporting against targets to key internal stakeholders
- Budget management skills with a focus on value for money/return on investment
- Ability to lead and direct a team within a matrix management structure
- Experience in use of innovative techniques to deliver against goals
- Flexibility and resourcefulness in work
- Experience of budget control and management

- Ability and willingness to travel to locations UK and overseas as required

DESIRABLE:

- Experience of building strong brands from scratch
- Knowledge/experience in the Fashion industry
- Knowledge of the HE sector and/or detailed knowledge of the target audience for recruitment to programmes

Hours: 35.5 hours per week 52 weeks per year. N.B. Some flexibility in full or part-time nature of the post may be considered for the right candidate.

Leave: 30 days per annum plus six University days taken in conjunction with Bank Holidays

No parking at Hendon campus: There are no parking facilities for new staff joining our Hendon campus, except for Blue Badge holders. If you are applying for a post at our Hendon campus please ensure you can commute without using a car. Information on public transport to Hendon can be found here:

http://www.mdx.ac.uk/campus/campuses/docs/Hendon_campus_map.pdf

We offer an interest-free season ticket loan, interest-free motorbike loan, and bicycle and motorbike parking and changing facilities.

Middlesex University is working towards equality of opportunity. Flexible working applications (including part-time working) will be considered.

If you wish to apply for this post please complete an application form found here:
www.mdx.ac.uk/jobs

Closing date for receipt of applications: 22 February 2012

If you wish to discuss the job in further detail please contact Lucy Everest on 0208 411 6115.

If selected for interview, you will hear directly from someone in the School/Service/Campus, usually within 3 weeks of the closing date. If you do not hear from us you may assume that your application was unsuccessful.