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| **Post Details** | | **Last Updated: 14/02/2023** | | | |
| **Faculty/Administrative/Service Department** | Surrey Research Park | | | | |
| **Job Title** | **Marketing and Engagement Manager** | | | | |
| **Job Family** | Professional Services | | **Job Level** | Level 4 | |
| **Responsible to** | Chief Marketing Officer | | | | |
| **Responsible for (Staff)** | Support the marketing placement student where relevant. | | | | |
| **Job Purpose Statement**  The role holder will manage the delivery of the marketing strategy for Surrey Research Park, with particular focus on building its digital and social media presence and growing engagement between the tenant, local business community and the University of Surrey.  The Marketing and Engagement Manager will be a key player within the team at SRP in developing relationships and managing impactful and effective communication channels with companies on the Park, the University such as the Business Engagement Team and Careers & Employment team and external entrepreneurial and innovation support organisations.  Working under the guidance and direction of the Chief Marketing Officer, the role holder will be responsible for tracking and collating tenant success stories building a library of case studies to support overall strategic communication and business objectives, as well as developing SRP content. The role holder will lead on event management to promote, raise the reputation, and increase engagement and collaboration between tenants at SRP and the UoS.  The Marketing and Engagement Manager will be confident handling marketing tools, keep databases and systems up to date, as well as leading the day-to-day management of Hubspot for Lead Generation Management. | | | | | |
| **Key Responsibilities** | | | | | |
| **Marketing general**   * Support the Chief Marketing Officer (CMO) to help develop an annual marketing plan and schedule to ensure marketing and wider business objectives are met. * Working alongside the student placement role holder, update the CMS database and directory of tenant contacts. * Manage and maintain the content (video / copy) of the Surrey Research Park website and liaise with the web developer to develop website functionality. * Basic graphic design skills using infographics   **Social**   * Increase both the Park’s social media presence and online following, developing strategies to achieve increased engagement. Monitor and measure using KPI’s to report performance. * Keep up to date with current social media trends and tenant social media activity, constantly horizon-scanning upcoming opportunities and reporting on tenant’s success stories.   **Communications and Content Management**   * Working under the guidance of the CMO, identify and draft compelling content for the Park’s digital newsletters, website and other publications, ensuring focus on strategic commercial objectives * Support internal communications * Develop links with the University of Surrey’s Marketing and Communications team to identify relevant newsworthy stories and communications to support. * Upload content to all digital channels.   **Community Engagement and Event Management**   * Manage and execute the event management schedule for tenant and industry engagement events with external stakeholders such as the Surrey Chamber of Commerce, the University of Surrey. * Monitor, measure and report on the links between the University and tenants on research collaborations, student placements and knowledge transfer partnerships, developing case studies (in all media formats (video, print, digital) * Build relationships with key personnel in departments throughout the University and develop strategic advice alongside the CMO on the best way to collaborate and engage the tenant companies.   **N.B. The above list is not exhaustive.** | | | | | |
| All staff are expected to:  * Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University of Surrey Equal Opportunities Policy. * Work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students. * Follow University/departmental policies and working practices in ensuring that no breaches of information security result from their actions. * Ensure they are aware of and abide by all relevant University Regulations and Policies relevant to the role. * Undertake such other duties within the scope of the post as may be requested by your Manager. * Work supportively with colleagues, operating in a collegiate manner at all times.   **Help maintain a safe working environment by:**   * Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand. * Following local codes of safe working practices and the University of Surrey Health and Safety Policy. | | | | | |
| **Elements of the Role** | | | | | |
| **Communication**   * The post holder will be competent with all communication styles, acceptable and expected behaviours and the jargon used for a given social media setting. Understanding of the difference and purpose of these channels and modifying writing style accordingly is essential to the success of this role. * Excellent verbal and written communication skills are a key requirement in order to prepare briefs and pitches and write/tailor news releases and articles for a range of audiences. * They will need to be a confident face-to-face communicator, able to contact and converse with senior directors of tenant companies. | | | | | |
| **Planning and Organising**   * It will be necessary to plan communication and agree engagement targets with their line manager. * The Post holder will be required to manage their workload to meet deadlines and support a number of aspects for the department. This is likely to be on a weekly and monthly basis however longer-term planning may be required. | | | | | |
| **Problem Solving and Decision Making**   * The post holder is expected to provide strategic advice and solutions to routine day-to-day problems within their specialist area. Resolutions for these issues will usually be found through referring to their previous experience of similar problems or through referring to departmental policies and procedures. * They are expected to use initiative and judgement to address and resolve more complicated issues and to take a proactive investigative approach, referring only the most complex or those issues outside of the remit of their role to their line manager. * The role will require a degree of front-line problem solving and decision making in relation to services on the Park. * General support will be available from colleagues and line manager and specialist support is available from the University’s central Marketing and Communications team as required however, through experience it is anticipated the post holder will become able to resolve issues independently. | | | | | |
| **Continuous Improvement**   * *The post holder will be responsible for forward thinking and looking to improve systems, services and policies under their responsibility to aid the running of Surrey Research Park* * *Team meetings will enable ideas to be discussed and guidance offered as required.* | | | | | |
| **Accountability**     * For each project they are assigned to, they will be accountable for gaining appropriate levels of media engagement and coverage to support the project objectives and for demonstrating this through the delivery of a post-implementation media evaluation service. * There is an expectation in small team for members to take a proactive approach to considering new ideas; however, where there is a direct impact on service, cost or on customers prior to any implementation ideas need to be referred to senior members of the team. | | | | | |
| **Dimensions of the role**   * The role does not have any staff management responsibilities. | | | | | |
| **Supplementary Information**   * The post holder will be required to have a good customer facing manner, be aware of the commercial implications of the work required and to meet high professional standards of performance. * The post holder must be able to work as part of a team with a view to offer excellent customer service at all times. | | | | | |
| **Person Specification** | | | | | |
| **Qualifications and Professional Memberships** | | | | | **Essential/ Desirable** |
| HNC, A level, NVQ 3, HND level or equivalent with a number of years' relevant experience.  And:  Broad vocational experience, acquired through a combination of job-related vocational training and considerable on-the-job experience, demonstrating development through involvement in a series of progressively more demanding relevant work/roles. | | | | | E |
| **Technical Competencies (Experience and Knowledge)** This section contains the level of competency required to carry out the role (please refer to the Competency Framework for clarification where needed and the Job Matching Guidance). | | | | **Essential/ Desirable** | **Level**  **1-3** |
| A knowledge and passion for social media platforms and an ability to increase engagement via reporting in | | | | E | 3 |
| Excellent IT skills including good level of Microsoft Office software, Search Engine Optimisation (SEO) capabilities, e-mail, updating webpages using content management system and experience of using a social media monitoring tool | | | | E | 3 |
| Experience of writing copy for different purposes/audiences | | | | E | 3 |
| Accuracy and attention to detail | | | | E | 3 |
| Interest in current affairs/news media and the HE sector | | | | D | 2 |
| Awareness of the activities of the Department and tenant companies | | | | D | 2 |
| Ability to communicate with Stakeholders from the Research Park and University of Surrey as well as other organisations | | | | E | 3 |
| **Special Requirements:** | | | | | **Essential/ Desirable** |
| Flexibility to work outside standard office hours as required. | | | | | D |
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| **Core Competencies** This section contains the level of competency required to carry out this role. (Please refer to the competency framework for clarification where needed). n/a (not applicable) should be placed, where the competency is not a requirement of the grade. | | | | | **Level**  **1-3** |
| Communication  Adaptability / Flexibility  Customer/Client service and support  Planning and Organising  Continuous Improvement  Problem Solving and Decision Making Skills  Managing and Developing Performance  Creative and Analytical Thinking  Influencing, Persuasion and Negotiation Skills  Strategic Thinking & Leadership | | | | | 3  3  2  3  2  2  2  2  2 |
| This Job Purpose reflects the core activities of the post. As the Department/Faculty and the post holder develop, there will inevitably be some changes to the duties for which the post is responsible, and possibly to the emphasis of the post itself. The University expects that the post holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary.  Should significant changes to the Job Purpose become necessary, the post holder will be consulted and the changes reflected in a revised Job Purpose. | | | | | |
| **Organisational/Departmental Information & Key Relationships** | | | | | |
| Background Information  Surrey Research Park is a world-class 70-acre science & technology park, owned by the University of Surrey (UoS) and home to around 170 businesses from start-ups to multinationals.   SRP is the 2nd largest science park in the UK. SRP’s impact is immense and includes almost £620 million GVA for the UK economy. (Biggar Economics Report:2020). The team at Surrey Research Park is responsible for delivering a business service to tenants at Surrey Research Park and ensuring optimal and strategic business growth and resilience for the successful future of the Park whilst driving partnerships between tenants, the University of Surrey and strategically relevant third-party organisations. | | | | | |