

Post Details	Last Updated: 13/02/2025		
Faculty/Administrative/Service Department	Global / Marketing		
Job Title	Faculty Marketing Manager – FHMS		
Job Family	Professional Services	Level	5
Responsible to	Head of Marketing and Campaigns		
<u>Job Purpose Statement</u>			
<p>The Faculty Marketing Manager will be a qualified marketing professional with extensive experience of relationship management and have a good understanding of all elements of the marketing mix, in particular data analysis and reporting. The post holder will have experience in managing a small team and will work with faculty management to develop marketing plans and then be responsible for the delivery of these plans in conjunction with the wider Marketing team, to meet challenging student intake targets.</p> <p>On occasion, they will need to balance the strategic planning elements with the 'hands-on' delivery, to support the faculty to get results.</p> <p>The faculty marketing manager will be the product/programme 'experts' for their faculty, championing the Surrey narrative for all courses and understanding the competitor positioning at a faculty/ school or department level. They will effectively communicate these to internal and external audiences and ensure good communication channels between the faculty and central teams.</p> <p>They will be able to identify core market segments and use market insight to develop clear product propositions to take courses to market across the UK and Internationally. The success of this work will have a very significant impact on the future success and overall financial health of the University.</p>			
<u>Key Responsibilities</u>			
<ol style="list-style-type: none"> 1. Develop and deliver the Faculty Marketing plan which covers key courses, growth areas, portfolio development priorities, key faculty research/ reputation priorities and other faculty led strategic projects. The post-holder should ensure these plans are aligned with the wider 2041 university strategy, communicated to relevant central teams who will help deliver on them, and co-ordinate progress updates regularly. 2. Build and manage positive working relationships with key faculty stakeholders and academics for mutual success. Balance the needs of the faculty, academics and commercially agreed priorities to achieve student growth and capitalise on reputation raising opportunities. Represent Marketing and Communications on any relevant Faculty groups. 3. Provide relevant and timely feedback in relation to results of activities. These can include sharing insight on target markets, competitors, pricing, as well as reporting on communications, marketing and digital activities. 4. Identifying core market segments and using data and market insight to develop clear product propositions to take courses to market in the UK and Internationally. Develop a coherent product marketing strategy where flagship and 'standard' courses are supported with the appropriate levels of marketing activity for optimum growth. 5. Within overall agreed University marketing budgets, manage any product marketing budgets to ensure that activities are measured and to deliver ROI against all activity, as well as reporting on impact 6. Work with the UK Marketing and International Marketing teams, UK and International Recruitment, Strategy and Planning, Admissions, Creative 			

Services and Digital teams to deliver marketing plans to meet recruitment targets and brand KPI's.

7. Lead on the Marketing relationships across the faculty, working with the relevant Heads so they feel supported on key priorities.
8. Line manage a team, including a marketing co-ordinator and faculty content officer (dotted line). Ensure they have clear objectives (working with their key Faculty stakeholders to co-ordinate objective setting and feedback processes). Foster a team culture, sharing information (between the faculty team and also with the central team), sharing best practice and innovation. They will lead by example with a hands-on approach to getting things done.

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

Planning and Organising

- Working independently and proactively with the faculty, central Marketing, Recruitment, Admissions, Strategy and Planning, Creative Services and Digital the post holder will be responsible for leading and shaping the mid to long term Faculty Marketing plan for all key faculty initiatives and strategic projects.
- The post holder will have a clear view on market size and opportunity and how the University of Surrey's key courses perform within this market. They will be up to date on market trends and developments, carrying out analysis and preparing reports using market and competitor data, survey results and enquiry and admissions data to provide relevant and actionable management information that can be used to inform portfolio development, pricing, marketing and student recruitment strategies.
- They will also support delivery of plans relevant to the faculty. The post holder will work on multiple concurrent tasks ensuring that the key Marketing and Faculty deadlines and objectives are met by the team. The post holder will work in liaison with the central Marketing, Communications and Creative Services teams, highlighting potential areas of focus for communications and external relations activities.

Problem Solving and Decision Making

- The Faculty Marketing Manager will work with the Insight team to deliver portfolio related SWOT and market (including competitor) analysis to help build competitive advantage and innovation in line. In addition to supporting existing products throughout the product life-cycle

(including course closure), the Faculty Marketing Manager, alongside the Director of Faculty Operations (DOFO), in conjunction with the relevant Associate Dean of Education (ADE), Associate Dean of International (ADI) and Course Director, will be responsible for developing unique, sustainable programmes that will strengthen the current portfolio offering. It is expected that work here will include competitor analysis, gathering product requirements, creating preliminary content concepts, testing course content and titles, and collating stakeholder feedback. They will escalate complex decisions to line Management.

- The Faculty Marketing Manager will have the independence to make key recommendations based on their knowledge, experience and judgement. Where required they will have support from the Head of Marketing (UK and International) on the marketing strategy and the Strategy and Planning team. At points of complexity, they will be supported by the Senior Management Team to identify key priorities.
- The post holder will be expected to work closely with the Head of Marketing and Campaigns, UK Marketing Manager and International Marketing Manager to ensure their key subjects are represented effectively within key marketing campaigns (UG, PGT, PGR, RES and Profile) as well as portfolio management and positioning.
- The post holder will be an active member of the Marketing & Communications team, championing their faculty and ensuring that student recruitment and research reputation activity are effectively planned and executed within subjects that drive growth for the University. They will be required to balance the needs of the faculty and academics and commercially agree priorities to achieve student growth. As such the post holder will have outstanding customer relationship building and interpersonal skills.
- The post holder will be the key interface between central marketing and the faculty and will be adept at managing situations where there might be conflicting priorities between the University and Faculty. The post holder will be an active member of the Marketing team ensuring that UG/PG are effectively planned and executed within the faculty. Plans need to be well communicated in advance and results reported back.
- The post will provide a critical marketing presence for the faculty and will work closely with central University Marketing, Communications, Recruitment & Admissions, Strategy and Planning, Digital and Creative Services to deliver the strategies. The success of the role depends upon the ability of the post holder to build and maintain close working relationships with academic and administrative staff across the faculty and indeed the institution.

Continuous Improvement

- Working to support the Marketing and Communications for the Faculty, the Faculty Marketing Manager will be responsible for developing their portfolio of programmes by analysing the performance of the current products and further enhancing the portfolio with continuous reviews of the marketplace and competitor offerings. The success or failure of this work will have a very significant impact on the future success and financial viability of new course development and the overall financial health of the faculty.

Accountability

- The post holder will have considerable autonomy to develop product marketing plans in the faculty whilst taking direction and management from the Head of Marketing and Campaigns. The Faculty Marketing Manager will also be responsible for identifying core market segments, product USP's and benefits as well as appropriate communication methods for reaching the defined market.
- To make informed, strategic decisions on Faculty Marketing requirements
- The post holder will have a significant impact on the success of the Faculty's marketing and communications efforts that in turn should deliver stronger faculty reputation and consequent UG/PG recruitment and Research funding.

Dimensions of the role

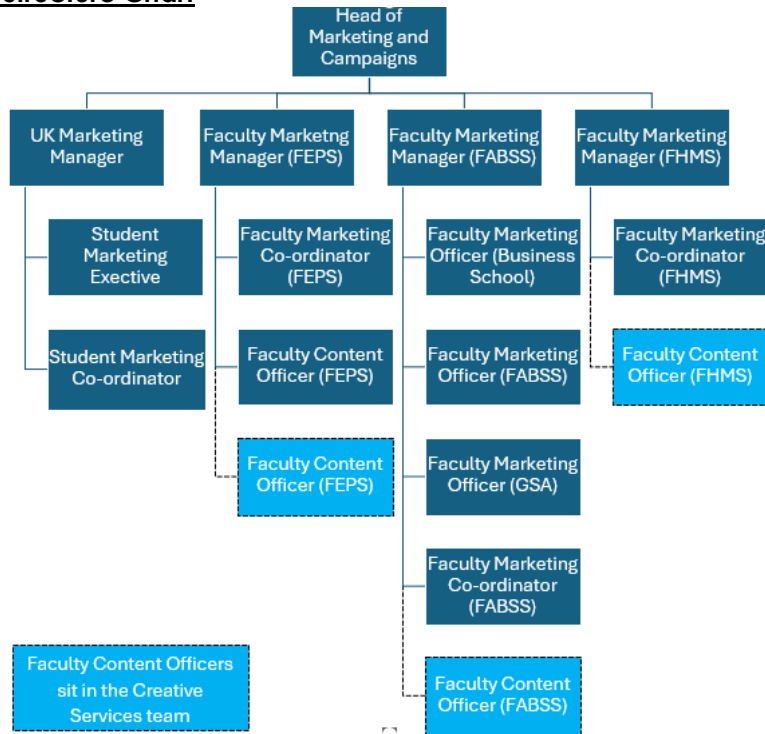
- The post holder also has budgetary responsibility up to £10,000 for faculty led initiatives, and influence over the core course marketing budgets (though this is coordinated centrally to ensure that the University is able to prioritise expenditure against key projects in order to create critical mass).
- The post holder will work with the other Faculty Marketing Teams. They may be moved across Faculty, Subject or Campaign area based on university requirements.
- They will work with the Recruitment and Events teams in relation to sharing information about Faculty activities.

Person Specification

Qualifications and Professional Memberships	Essential/ Desirable	
<p>Professionally qualified with a relevant degree/postgraduate qualification, plus broad demonstrable management experience in similar or related roles</p> <p>Or:</p> <p>Substantial vocational and relevant management experience demonstrating management ability in an appropriate professional or specialist area, and success in similar or related roles, supported by evidence of significant appropriate specialist knowledge.</p>	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 proven track record in supporting the development of strategic marketing planning in a complex organisation and the ability to translate into specific focused action plans	E	3
Excellent and demonstrable relationship management skills	E	3
Experience of undertaking market research and data analysis preparing briefs for others to gain market insight	E	3
Thorough understanding of marketing concepts and applications	E	3

Experience of team management	E	3
Experience of working with marketing and communications related agencies, e.g. advertising, design and PR	E	2
Experience of the Higher Education or Public Sector	D	n/a
Experience/interest in the subject areas of the Faculty	D	n/a
Knowledge of the digital environment and how best to use this channel for effective marketing	D	n/a
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		3
Adaptability / Flexibility		3
Customer/Client service and support		3
Planning and Organising		2
Continuous Improvement		3
Problem Solving and Decision-Making Skills		2
Managing and Developing Performance		2
Creative and Analytical Thinking		3
Influencing, Persuasion and Negotiation Skills		2
Strategic Thinking & Leadership		1
Organisational/Departmental Information & Key Relationships		
<u>Background Information</u>		
<p>The Marketing and Communications area covers four key pillars: Marketing, Communications, Digital Channels, and Creative Services.</p> <p>The Division is responsible for ensuring that the University is optimally positioned in domestic and international markets against a variety of different target audiences ranging from prospective students, prospective parents, schools, businesses, public bodies, Research Councils and local communities. Attraction of appropriate high-quality students; research funding, ongoing reputation building, brand management and achieving high levels of customer service are some of the performance indicators against which the department will be judged.</p> <p>The Faculty Marketing Manager is a key contact for the faculty in relation to the development and monitoring of Marketing and Communications activity for that faculty.</p> <p>This job role will be intrinsic to the marketing of a large and diverse University faculty with specialist research requirements.</p>		

Department Structure Chart



Relationships

Internal

- The post holder will be expected to be the relationship manager between the faculty and the central Marketing Department and as such share their time between the two business areas (albeit with a faculty bias). Additionally, the post holder's ability to maintain a close working relationship across both the central marketing team and academic colleagues in the faculty will enable them to develop initiatives to support a faculty-wide marketing-orientated culture.
- Building good relationships with the Executive Dean, Faculty Director of Operations, all other Associate Deans, Research Impact colleagues, Events team, and the Student Recruitment & Comms teams, will also be important in ensuring the on-going success of an integrated and core external relations strategy and plan.

External

- The post holder will work with relevant suppliers to support product marketing research and activity and will be used to managing supplier relationships and briefing to negotiate best cost and performance.