

## Professional Services Job Description



Cardiff  
Metropolitan  
University

Prifysgol  
Metropolitan  
Caerdydd

Job Title:	Head of Brand, Marketing and Communications
Unit/School:	Marketing, Communications and Student Recruitment (MCSR)
Grade:	9A/B
HERA:	MCSR18

### Core purpose of role

The Head of Brand, Marketing and Communications is a critical post that will enable the delivery of the ambitions set out in the University's Strategic Plan, Strategy 2030.

The post-holder will be responsible for shaping the Cardiff Metropolitan University brand and developing and implementing a marketing strategy to drive our brand awareness and meet our new student number targets, working with the Chief Marketing, Communications and Student Recruitment Officer.

The post-holder will lead the brand and content, design, CRM marketing communications, internal (staff and current students) and external communications, advertising and campaigns, academic Schools marketing and website functions. In addition, the Head of Brand and Marketing will oversee the University's social media platforms, maximising our digital engagement to grow prominence and influence.

The post-holder will support the Chief MCSR Officer to develop and implement a communications strategy for the University and will be responsible for ensuring that brand, marketing and communications teams work together to tell the Cardiff Met story.

The post-holder will also work closely with the Strategy, Planning and Performance team in compiling and analysing statistical data to inform marketing strategies, including intelligence relating to competitors, and the profiling of prospective students.

The role requires an exceptional understanding of university-wide marketing challenges and opportunities, the ability to manage creative resources and suppliers, and the capability to build collaborative relationships with senior stakeholders across the University to achieve outstanding service delivery.

## **Key responsibilities and contributions**

1. With the Chief Marketing, Communications and Student Recruitment Officer, drive the planning, development and implementation of a unified brand and marketing strategy that effectively supports the achievement of student recruitment targets.
2. Support the Chief MCSR Officer and Communications Manager to develop a communications strategy for the university, including internal and external communications (excluding transformation communications, which will be delivered by the Communications Manager and Chief MCSR Officer).
3. Ensure that the University's brand, marketing and communications content is of an exceptionally high standard, adheres to brand guidelines and encapsulates the University's vision and values.
4. Lead the development and effective delivery of high-quality content to support the University's strategic objectives, particularly in student recruitment.
5. Oversee the development of campaigns, including managing external partners and agencies, that cover the undergraduate and postgraduate recruitment cycles to generate enquiries, bookings for student recruitment events and applications to the University across the portfolio targeting UK and international markets.
6. Working with the MCSR senior management team, overseeing the end-to-end customer journey from enquiry to application to enrolment – identify critical touchpoints and create marketing/CRM/communications schedules that provide clear and compelling messaging and support conversion.
7. Manage and support the Marketing Manager to embed the Schools marketing team - their roles, ways of working, and processes - to establish a fully effective business partnering approach with Academic Schools and relationships with internal colleagues.
8. Oversee the development of the Content Management Strategy to support governance of the website, communications and social media channels.
9. Produce regular reports and insights to evaluate the effectiveness of the University's marketing, using appropriate research and monitoring approaches, including budget management and demonstration of ROI.
10. Review and ensure systems and processes that underpin website and CRM marketing activity are fit for purpose and compliant with relevant data protections, GDPR and consumer law.
11. Work closely with the Media and PR Officer and Communications Manager to integrate external and internal communications with marketing plans and campaigns to support the achievement of student recruitment and income targets.
12. Work closely with Communications Manager to devise and implement a multi-prong approach to social media for different audiences, including corporate, students and prospective students.

## **Person specification**

### **Essential qualifications / Professional memberships**

- Degree in a relevant field (marketing /communications) or equivalent qualification or experience.

### **Essential experience, knowledge and skills**

1. Extensive knowledge of digital and traditional marketing techniques within a HE environment.
2. Good working knowledge of brand management and the marketing mix.
3. Up to date understanding of the latest marketing, communications and social media developments, including understanding of the legal, regulatory and contractual frameworks relevant to university marketing including CMA and GDPR compliance.
4. Effective leader to advance the university's brand, marketing and communications strategies and lead the various services with the Brand, Marketing and Communications team.
5. Experience of leading and directing teams to deliver projects and initiatives on-time and on-budget, including extensive experience of managing multi-million-pound budgets across different teams.
6. A highly professional approach to work, adapting approaches and communication styles as required as well as the ability to influence and negotiate to bring about change.
7. Excellent written and oral communication skills which demonstrate an ability to draft documents and communicate positively with individuals at many levels, internally and externally.
8. Track record of achievement in implementing marketing and communications strategies which deliver tangible business outcomes.
9. Proven experience in media buying and managing marketing agency
10. Experience of leading successful internal and external communications teams, including media and PR.
11. Experience of successfully managing staff, with well-developed leadership skills and a clear passion for developing motivated staff and strong teams.
12. Experience in overseeing creative and media resources either in-house or working with specialist marketing suppliers including research, creative specialists such as video production and media planning and buying.

### **Desirable**

1. Ability to communicate in Welsh (written and orally)
2. Experience of managing media responses
3. Postgraduate qualification in a relevant area

## Welsh skill requirements

Welsh is essential to our students and staff and is a key part of our provision and services. For every position at Cardiff Met, proficiency in Welsh language is either essential or desirable. You can find information about the levels by viewing our booklet: [Welsh language skills levels](#). If a skill is listed as essential in the table below, please ensure you demonstrate this in your online application form.

Language level and general descriptor	Listening	Reading	Speaking	Writing
<b>A1 – Beginner</b> Can understand and use familiar everyday expressions and very basic phrases in Welsh.	Desirable	Desirable	Desirable	Desirable
<b>A2 - Basic user</b> Can deal with simple, straightforward information and communicate in basic Welsh.				
<b>B1 - Intermediate user</b> Can communicate, to a limited level, in Welsh about things that are familiar and/or work related.				
<b>B2 - Upper intermediate user</b> Can express myself in Welsh on a range of topics and understand most of a conversation with a native speaker.				
<b>C1 - Fluent user</b> Can communicate fluently in Welsh.				
<b>C2 - Master user</b> Can communicate fluently on complex and specialist matters in Welsh.				

## Disclosure & Barring Service requirements

Please select the most appropriate statement for this role:

This post does not require a DBS check.

## **Supporting information**

The University is a dynamic organisation and changes may be required from time to time. This job description and person specification is not intended to be exhaustive.

The University is committed to the highest ethical and professional standards of conduct. Therefore, all employees are expected to have due regard for the impact of their personal behaviour and conduct on the University, students, colleagues, business stakeholders and our community. Each employee must demonstrate adherence to our Code of Professional Conduct. In addition, all employees should have particular regard for their responsibilities under Cardiff Metropolitan University's policies and procedures.