

Job Description & Person Specification – Head of Marketing & Communications

Salary: £40,615- £47,017 (Grade 6a)

Hours: Full time (35 hours per week)

Reporting to: Chief Executive

Accountable to: Students, Board of Trustees, Chief Executive

About the Students' Union

We are a small, driven team working at a fast pace, that values creativity, professionalism, and quality. Our students trust and value the membership engagement and commercial services we provide and use them to have a great everyday experience at Edge Hill University.

We all have a commitment to the success of our students, and we expect everyone in the team to share that goal.

Role Description

We are seeking a passionate and experienced Head of Marketing and Communications to lead our team in developing and executing strategic marketing and communications initiatives. Part of our Senior Leadership Team, the role will be responsible for shaping our brand narrative, driving brand awareness, achieving our marketing and communications goals. You will have the ability and track record of driving advertising revenue and delivering return on investment.

Responsibilities

- Develop and implement a comprehensive marketing and communications strategy aligned with the company's overall business objectives.
- Lead the marketing and communications team, fostering a collaborative and high-performing work environment.
- Manage the marketing and communications budget, ensuring efficient and effective allocation of resources.

- Develop and execute targeted marketing campaigns across various channels (digital, social media, traditional media, etc.).
- Oversee public relations activities, including media relations, press releases, and crisis communications.
- Manage and develop the company's brand identity and messaging across all communications.
- Formulate and execute sales strategies that are seamlessly integrated with marketing efforts to drive revenue growth including aligning marketing campaigns with sales objectives, utilising CRM tools and leading initiatives that enhance lead generation and conversion rates.
- Drive sales, advertising, and sponsorship revenue with the goal of creating at least a cost-neutral department.
- Conduct market research and competitor analysis to identify new opportunities and stay ahead of trends.
- Develop and implement content marketing strategies to generate leads and brand awareness.
- Measure and track the performance of marketing and communications campaigns and report on results.
- Stay up-to-date on the latest marketing and communications trends and technologies.
- Provide student employment and 'live brief' student placements across the marketing and communications team.
- Represent the organisation at relevant internal and external events.

Responsibilities of all EHSU Employees

- To comply with all Health and Safety legislation, undertaking relevant training as required.
- To remain up to date with the Union's policies and procedures, completing relevant training as required.



- To comply with GDPR legislation and always adhere to the Union's data and privacy policy.
- To undertake relevant professional development training.
- To work proactively towards achieving the Union's strategic aims.
- To occasionally work weekends and evenings, according to organisational needs.

This list is not exhaustive and other duties commensurate with the role may be assigned at the discretion of the Chief Executive.

(Assessment Criteria: A = Application, I = Interview, P = Presentation, T = Test)

Person Specification				
Qualifications		Essential	Desirable	Assessment Criteria
1	Undergraduate degree in Marketing, Communications, or a related field.	*		A
2	Postgraduate degree in related field.		*	A
3	Track record of continuous professional development in marketing and communications, for example through the CIM.		*	A
Experience		Essential	Desirable	Assessment Criteria
4	Minimum 7 years of professional experience in marketing and communications roles.		*	A/I
5	Proven track record of developing and implementing successful marketing and communications campaigns.	*		A/I/P
6	Proven ability and track record of driving advertising and sales revenue and delivering return on investment.	*		A/I
7	Budget management experience.	*		
8	Experience in managing and motivating a team.	*		
Skills & Knowledge		Essential	Desirable	Assessment Criteria
9	Strong understanding of marketing principles, branding, public relations, and content marketing.	*		A/I
10	Excellent communications, interpersonal, and leadership skills.		*	A
11	Strong analytical and problem-solving skills.	*		P
12	Proficiency in marketing and communications software tools (e.g., CRM, marketing automation platforms, social media management tools).		*	A/I
13	Able to manage multiple complex projects or programmes of work to strict deadlines.	*		I/P
14	Strong interpersonal skills with the ability to build relationships with internal and external stakeholders.	*		I
15	Able to think strategically and translate that thinking into operational plans that reflect an organisation's values.		*	I
16	Creative and results-oriented with a data-driven approach.	*		I/P
17	Ability to work independently and as part of a team.	*		I

Values & Behaviours		Essential	Desirable	Assessment Criteria
18	Passionate about marketing and communications and the company's mission.	*		I
19	Strategic thinker with a strong understanding of brand development.	*		I
20	Positive, can-do professional attitude with ability to tailor communications to audience	*		I
21	Excellent interpersonal skills with a high level of emotional intelligence.	*		I
22	Able to uphold the values of the Students' Union, demonstrating high standards of integrity, accountability, respect for others, courtesy, and professionalism.	*		I
23	Passionate about working in a democratic environment that is led by students.	*		I
24	Commitment to continual professional development and willing to give and receive constructive feedback.	*		I
25	Actively committed to the growth of equality of opportunity and diversity.	*		I
26	An enthusiastic and flexible approach and willing to support colleagues.	*		I

Signed (the Employee)

Print Name

Date

**Signed (on behalf
of Edge Hill Students'**

Print Name

Date