

# UCAS Media Marketing Manager

## Basic information

**Scale:** 2

**Job family:** External & Customer Services

**Terms:** Permanent

**Location:** Cheltenham

**Reports to:** Senior Marketing Manager

**Direct Reports:** N/A

**Team:** Marketing, Content, and PR

**Business unit:** Sales & Marketing

**Date reviewed:** December 2020



## Job purpose:

Working as part of the marketing department, this role is responsible for the development and delivery of key awareness raising and lead generation campaigns for UCAS Media. The postholder must also demonstrate experience in the briefing of creative and design teams, management of external agencies and of multiple stakeholders.

## Key accountabilities:

- Develop and oversee the deployment of marketing campaign plans that reach and engage UCAS Media's prospects.
- Project manage both on and offline marketing campaigns, specifically in relation to acquisition and lead generation activity, that actively supports UCAS Media's annual financial targets.
- Develop, manage, and deliver activity which supports the delivery of UCAS Media's strategy.
- Manage the development of all marketing activity through the creative and design teams, and act as the primary point of liaison with internal clients in sign off, ongoing analysis and reporting
- Provide advice to internal customers on the most effective execution of marketing campaigns in achieving their objectives.
- Own, oversee and manage UCAS Media's own social media channels, ensuring they reflect the values of the brand and act as an effective engagement channel.
- Ensure costs are managed in line with the allocated budgets and that campaigns are delivered on time and on budget.

### Primary customers/stakeholders

- Internal: Sales and Marketing Director, Heads of Sales within UCAS Media, Senior Marketing Manager, wider UCAS Media account manager team, and other marketing colleagues.
- External: university and college heads of marketing, marketing managers, marketing officers, heads of admissions, admissions officers; marketing teams at commercial organisations/companies, agencies and supplier organisations.

### Financial authorities:

- Authority for managing costs, specifically the costs of commercial campaigns to maximise profit (including contracts with sub-contractors).

### Non-financial authorities:

- Authority to make key decisions to ensure that campaigns/services are delivered on time, to budget and to specification.
- Authority to appoint appropriate sub-contractors for fulfilment of campaigns in line with allocated budgets.
- Authority to represent UCAS and UCAS Media to external organisations.
- Authority to represent UCAS Media when working on cross-departmental activities within UCAS.

### Skills, qualifications, and experience:

- Proven experience in delivering B2B marketing communications activity.
- Extensive digital campaign management and measurement experience.
- Extensive evidence of Marketing Account Management skills – whether with internal or external clients.
- Evidence of the successful execution of acquisition or lead generation marketing campaigns.
- Evidence of the ability to step up and make appropriate decisions in the absence of the Senior Marketing Manager.
- Ability to manage and build good working relationships with clients and colleagues.
- Creative problem-solving skills with a positive and pro-active 'can-do' attitude.
- A thorough understanding of campaign planning.
- First rate communication skills and able to communicate effectively at all levels verbally and in writing.
- Ability to question and challenge current practice.
- Ability to interpret and work to best practice guidelines set by Direct Marketing Association.
- Good business understanding and commercial acumen.
- Ability to work under pressure, as a member of a team and on own initiative.
- An understanding of the Data Protection Act and its effect on business practice.
- Strong analytical skills.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

### Our values in action:

**Customer-focused** – We understand what our customers want, and we act on their changing needs.

**Collaborative** – We collectively create an engaging and positive work environment.

**Accountable** – We take ownership of our individual and organisational performance.

**Service excellence** – We realise, grow, and maximise our potential.

**Trusted** – Individuals are trusted to make informed decisions and take appropriate risks.