

JOB DESCRIPTION

Job Title:	Digital & Web Marketing Manager	Grade:	SG8
Department:	Marketing External Relations	Date of Job Evaluation:	May 2023
Role reports to:	Head of Digital Marketing	SOC Code	
Direct Reports	Head of Digital Marketing		
<p>This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.</p>			

PURPOSE OF ROLE:

- The Digital and Website Marketing Manager is responsible for the planning and delivery of marketing and core communications through the university's website including strategic content development to support the acquisition and conversion of prospective students, including personalisation and search engine optimisation; as well as providing leadership on content development for all other areas of strategic priority including research and knowledge exchange and partnerships.
- Strategic ownership of all content and visitor journeys on the UoG website – ensuring it meets accessibility standards, customer expectations and business objectives.
- The role holder will manage a team of digital marketing specialists to ensure the UoG website is a sector-leading site which constantly evolves and innovates to meet customer and business needs.
- Provide central coordination and management of digital marketing content and processes for the University, being the key advisor and source of authority for all devolved content owners throughout the organisation.
- The role will be the digital marketing expert within the university, keeping abreast of industry trends across HE and other sectors to ensure the university is adopting the latest strategies and technologies to improve acquisition and conversion.
- Overall responsibility for ensuring prospects, students and other key audiences are well informed across all aspects of the university recruitment lifecycle (research, application, acceptance, student life and alumni) via the development, maintenance and continual optimisation of the UoG website.
- Ownership and responsibility for the University's search engine optimisation strategy.
- To ensure that website content meets brand and tone of voice guidelines, is well written and in a style and tone relevant to the specific audience being targeted.

- Lead discussions and developments for faculty marketing teams and recruitment teams to ensure the full UoG course portfolio is accurately marketed through the UoG website, in line with CMA guidance.
- To ensure all digital properties and campaigns are accurately tracked, providing reporting, analysis and recommendations for website and digital marketing activities
- Develop and implement an SEO strategy, working with the Head of Digital Marketing.
- Day to day management of SEO development in line with significant industry developments (e.g Google updates). Ensure all SEO activities are monitored and refined to maximise effectiveness and drive quality leads to the website.
- Ensure that core recruitment content is produced to align with SEO requirements and keyword and search strategy. Content should meet and exceed audience expectations and requirements.
- Ensure the University brand & tone of voice guidelines are followed for all website content, and provide the SEO component for tone of voice training.
- Responsibility for SEO metrics development and creation of reports for senior colleagues.
- Lead projects on website development, detailing and directing the ILS development team's priority work outlined in the Marketing and Communications Strategy. Working with a variety of internal teams / external suppliers, day to day management / maintenance of UOG suite of websites and other digital assets.
- Overseeing maintenance of all course pages, supporting faculty marketing teams to ensure all courses are effectively marketed to support recruitment
- Day to day liaison with ILS (IT), faculty marketing leads and content team as required
- Leading, scoping and delivering an ongoing pipeline of improvements to University websites, apps and other digital properties with a focus on optimising user journeys, improving usability and achieving strategic business objectives.
- Identifying opportunities to improve digital user experience through engaging content and work with stakeholders to create, rollout and analyse content on UoG website
- Develop and implement user experience testing, surveys and feedback to ensure website improvements meet user and business needs
- Lead the scoping, briefing and project process for developments, ensuring senior stakeholders are aware of costs, deliverables, and risks.
- Work with the Brand and Campaign Marketing team, agencies and other stakeholders to:
 - Develop tactics to drive traffic to the UoG website
 - Increase data capture of prospects / applications / event bookings
 - Identify cross-selling opportunities and optimise journeys

- Management and continual development of key analytics and reporting dashboards to inform and advise the wider university on digital strategy and website performance.
- Ensuring accurate digital tracking through effective management of analytics and tracking software (Google Analytics, Google Tag Manager, hotjar)
- Use analytics, metrics and user experience insight to track acquisition, conversion and other customer behaviours to inform website development and digital marketing strategy.

KEY ACCOUNTABILITIES:

Team Specific:

- Management of x3 direct reports
- Deliver digital marketing training for all areas of the university (with a focus on websites)
- Manage relationships with key agencies as required.

Generic:

- Must be willing to embrace the shared values and required behaviours of the Marketing and External Relations Directorate staff (Inclusivity, Collaboration and Impact)
- Must have effective communication skills both verbal and written English, to ensure that effective partnerships are forged and maintained using appropriate communication which is understood by all parties
- Ability to influence peers and senior stakeholders
- Manage team resourcing, including recruitment and agency staff management as required
- Must be competent and comfortable in selling and presenting marketing concepts to customers/stakeholders
- Must have appropriate project management skills gained through practical application and experience
- Willing to devise and implement innovations and continuous improvement of our services, systems, channels and processes.
- Must be able to challenge and resolve issues as they arise, ensuring a pragmatic solution can be reached.

Managing Self:

- Must possess a good understanding of the digital marketing Landscape end-to-end
- Be able to demonstrate effective and productive relationship management skills with customers/stakeholders across the institution's community
- Effectively delegate tasks, performance manage and complete annual appraisal of direct reports.

- Maintain a professional approach at all times through the application of effective relevant skills
- Manage work effectively and deliver under pressure
- Work with other staff effectively to help maximise their performance by working as one team and eliminating unnecessary duplication of work
- Ensure the Head of Digital Marketing is updated regularly as agreed on progress against marketing projects and programmes

Core Requirements:

- Adhere to and promote the University's policies on Equality, Diversity and Inclusion and Information Security;
- Ensure compliance with Health & Safety and Data Protection Legislation;
- Support and promote the university's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible
- Adhere to current legal requirements and best practice relating to digital content and accessibility, including Web Content Accessibility Guidelines when creating digital content.

Additional Requirements:

Undertake any other duties as requested by the line manager or appropriate senior manager, commensurate with the grade.

This is a professional, demanding role within a complex organisation with an ambitious strategic plan and agenda for change. The role holder will be expected to show flexibility in working arrangements, including working hours, to ensure that Marketing External Relations delivers the required level of service.

KEY PERFORMANCE INDICATORS:

- Raise brand awareness via digital channels
- Raise lead generation through SEO and monitor site effectiveness to ensure on-site conversion meets targets and expectations
- Contribute to meeting student recruitment number targets in the MER Directorate Strategy
- Raise stakeholder engagement and the value of the department to the institution and its audience
- Lead the Digital Marketing team effectively to ensure that marketing objectives are achieved.

KEY RELATIONSHIPS (Internal & External):

- Head of Digital Marketing (Line Manager)
- Associate Director of Marketing and Communications
- Digital Services Manager (ILS) and web developers

- Executive Director of Marketing & External Relations
- Direct reports: Digital Marketing Officers
- Website/CMS: Content Editors, Deputy Editors, Approvers and Authors
- Supplier management
- Campaign and Marketing Manager
- CRM Manager (systems integration and content)
- University Leads: Faculty Marketing Leads, Professional services leads (SAS, HR, IT and other departments as required)
- Directorate: Wider marketing communications and recruitment teams

PERSON SPECIFICATION

Essential	Desirable
<p>Experience</p> <ul style="list-style-type: none"> • Strong SEO experience • Experience managing and developing websites and associated digital marketing programmes for medium to large organisation: informing customers / prospects and driving leads and sales • In-depth knowledge of digital marketing communications environment • Experience of delivering major website projects • Agency/Supplier management experience • Understanding of budgeting and monitoring • Experience of using Google Analytics 4 and Google Tag Manager <p>Skills</p> <ul style="list-style-type: none"> • Strong marketing skillset across the entire digital landscape • Excellent written and verbal communication skills • Data literate, able to review / assess / make recommendations as a result of analysis • Ability to research, prepare, justify and present digital marketing proposals to senior marketing team 	<p>Experience</p> <ul style="list-style-type: none"> • Previous experience in a similar digital marketing role • Experience within Higher Education sector • Line management experience <p>Skills</p> <ul style="list-style-type: none"> • Good understanding of the characteristics and qualities that prospects / applicants / students and alumni want from a university

- Multi-tasker able to work across multiple projects to tight timescales
- Excellent communication and listening skills

Qualifications

- Degree or equivalent experience

Personal attributes

- We are looking for people who can help us deliver the [values](#) of the University of Greenwich: Inclusive, Collaborative and Impactful

Qualifications

- Professional qualification or evidence of training / development in digital marketing events (CIM, IDM)
- Google Analytics certification

Personal attributes

- N/A