

Executive Director of Marketing and External Relations

Welcome from the Chief Operating Officer



The University of Greenwich is a very special place to work and is rightly proud of its mission to provide transformative experiences for students from all walks of life alongside impactful research and enterprise which support global and local priorities.

We are dynamic and passionate and focused on the future with our collective ambition to become the best modern university in the UK by 2030. We will achieve this by focusing on student experience and success, investing in our knowledge exchange capability and building upon our existing achievements in applied, impactful research.

The Marketing and External Relations team are a crucial part of the university's professional services, providing expert services across the institution and to many external partners. They are at the forefront of our activities to attract students to Greenwich, communicating the outstanding offer and experience that we provide, and building long-term meaningful partnerships which deepen the impact of our activities both locally and internationally.

We are seeking an outstanding individual to join us as Executive Director, leading the Marketing and External Relations team in support of our ambitious strategic plans. If you have drive, commitment, professional credibility and share our passion for higher education and its power to change lives for the better, I encourage you to apply for the position.

A handwritten signature in black ink that reads "Peter Taylor". The signature is fluid and cursive, with the first name "Peter" and the last name "Taylor" clearly distinguishable.

Peter Taylor
Chief Operating Officer



About the university

Greenwich has a long and rich history which forms the backdrop and inspiration for today's university. The University takes its name from the Royal Borough of Greenwich in London but is hosted on three main campuses across London and Kent. The magnificent Greenwich Campus whose buildings were designed at the end of the 17th century by Sir Christopher Wren, one of Britain's greatest architects; The Avery Hill campus that hosts health and education provision and also provides a large amount of student accommodation along with the university sports grounds; and the Chatham Maritime Campus, the former Royal Navy base in Medway, Kent where much of the university's engineering and science activity is located along with the Natural Resources Institute.

Our vision, our values and our strategy

Our vision for 2030 is to be the best modern university in the UK.

Our university is a community of people from many walks of life. We take pride in the diversity of our subject expertise, the lived experience of our staff, students and alumni, and the diversity of campus experiences we offer. This diversity is our strength and enables us to say we are a university that empowers others to make a difference locally, regionally, nationally and internationally, with equal intensity.

What makes the university distinctive is that we proactively support our students and staff to achieve their ambitions because of, rather than despite, their backgrounds.

The University of Greenwich Strategy is driven by the vision of Education without Boundaries, underpinned by the values of inclusivity, collaboration and impact and principles of creating opportunities, building partnerships and delivering impact.

We're proud to have achieved Gold in the most recent teaching excellence framework (TEF) exercise and named 20th in Stonewall's Top 100 Employers list.

The University has four strategic priorities:

- Student Success
- Inclusivity and Culture
- Research and Knowledge Exchange
- Connected Sustainable Campuses

Education Without Boundaries means:

- Widening access to higher education for individuals who may otherwise not aspire to experience and benefit from it.
- Fighting for improved social mobility and equality, diversity and inclusion in everything that we do.
- Empowering our students to use their lived experience to stand out in their chosen vocation in the workplaces of tomorrow. Empowering our staff to innovate in a way that makes a difference academically, commercially and socially.
- Providing physical and digital campus services that foster a sense of community to build networks, peers, friends and connections that set our students up for life.
- Breaking down boundaries that exist within and between academic disciplines, locations and borders.
- Ensuring an equitable focus on local (civic), regional, national and global agendas.



Our faculties

Faculty of Liberal Arts and Sciences

The Faculty of Liberal Arts and Sciences provides courses in architecture, landscape architecture; design, drama, film and media; humanities and social sciences; and law and criminology.

The faculty is based on the historic Greenwich Campus, part of a UNESCO World Heritage Site in south-east London. Students who study here have easy access to the capital's rich cultural life, with world-famous theatres, galleries and museums within easy reach.

Among the faculty's impressive facilities are industry-standard computer labs, video and film-making studios, a 100-seat theatre, and a mooted space for law students.

Many of its courses are accredited by professional bodies, ensuring students graduate with the skills and knowledge required by their chosen professions.

Greenwich Business School

Greenwich Business School's international focus fits perfectly with today's global economy. It offers dynamic courses that combine academic learning with hands-on experience, preparing students for successful business careers and leadership roles.

A major benefit of studying at the school is its location. Greenwich Campus is within easy reach of Canary Wharf, one of the world's key financial districts and a major provider of business internships, work experience and placements.

Students choose from a wide variety of courses, including MBAs and research degrees. Subjects include accountancy and finance, business studies, economics, financial services, international marketing and personnel management. The school works with employers to develop courses that are accredited by the relevant professional bodies.

Faculty of Education, Health and Human Sciences

The Faculty of Education, Health and Human Sciences has provided high-quality education for more than a century.

The faculty focuses on giving students the skills they need to start or boost their careers and meet the requirements of the relevant professional bodies. Many of its students go on to become teachers, nurses, midwives, paramedics, social workers, psychologists and public health professionals, or find other rewarding careers that bring real benefits to society.

Teaching and research facilities range from clinical skill laboratories that replicate NHS wards to innovative spaces for learning to teach PE, design technology, music and science. Tutors are active in research and are leading authorities in their fields.

Faculty of Engineering and Science

The Faculty of Engineering and Science is a hub for innovation on both our Medway and Greenwich Campuses. Its students study engineering, construction and the built environment; science; pharmacy; and computer science, mathematics, and games and digital media.

The faculty's close-knit community includes academics who are active in life-changing research with impacts in the UK and around the globe. Teaching is supported by industry-standard labs, a replica pharmacy, crime scene examination rooms, and a range of IT facilities.

Many of the faculty's courses combine academic learning with hands-on experience, including our range of Integrated Master's Degrees with industrial placements.

The faculty includes the Natural Resources Institute, a multidisciplinary organisation that provides award-winning research in areas such as food, agriculture and the environment.





1st
Class rating
by the People & Planet
University League
for our environmental
and ethical performance
(People & Planet University League 2023/24)

200⁺
undergraduate
courses



5 Queen's
Anniversary
Prizes for
Higher and
Further
Education

Great things about the University of Greenwich

- We have more than 130 years of experience providing quality education.
- We have won five Queen's Anniversary Prizes for Higher and Further Education. These include a prize for our Natural Resources Institute's ground-breaking work to find smart solutions for pest control in the developing world.
- Our Greenwich Campus is based on a UNESCO World Heritage Site.
- Among our Times Higher Education awards are prizes for Most Innovative Teacher and Outstanding Contribution to Innovation and Technology.
- Nobel Prize winner Professor Charles Kao, pioneer of fibre optics, was educated here.
- We are proud of the diversity of our international student body and our engagement in transnational education. We have over 14,000 students studying in institutions outside the UK, and 30% of our UK-based students were domiciled in other countries..
- In 2018, we established the University of Greenwich International College (UGIC) in partnership with Oxford International. Located in Greenwich, UGIC is an embedded college which offers an exciting range of courses for international students leading to progression to the university.
- We've a 1st class environment rating from the People & Planet University League for our environmental and ethical performance.
- The university is well positioned for attracting students. QS Best Student Cities named London as the world's most student-friendly city in its 2024 rankings.
- We are constantly improving our buildings and facilities to give our students a better university experience. Recent changes include a new home for UGIC that provides more space for teaching and studying and an eco-friendly heating system on Avery Hill Campus.
- Our academic staff includes recipients of the prestigious National Teaching Fellowship, which recognises and rewards individual excellence in teaching in higher education.
- We have won two Guardian University Awards for Research Impact, recognising our world-class teaching and research within the higher education sector.
- Our life-saving research includes projects to reduce loss of life during fire evacuations and develop ways to combat pests and diseases.
- Our alumni excel in every walk of life. They range from lawyer Shabina Begum, a campaigner for the empowerment and protection of women, to composer Guy Penwill, a member of a double Oscar-winning special effects team, and Abiy Ahmed, Prime Minister of Ethiopia and winner of the 2019 Nobel Peace Prize.



The role: Executive Director of Marketing and External Relations

Grade: Senior Management

Department: Marketing and External Relations

Responsible to: Chief Operating Officer

Responsible for: 5 direct reports who each lead a key function in the overall team.

Indirect reports: approximately 135 staff across the directorate

Key contacts: Vice-Chancellor and Senior leadership team, leadership teams in faculties, high profile external partners, relationships with local authorities and heis.

Standard occupational classification (soc code): tbc

Non-contractual nature of role profile: 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.

Purpose of role

The executive director of marketing & external relations is a key member of the professional services leadership team and sits on the senior executive group of the university. Core responsibilities include developing the marketing and student recruitment strategy and ensuring delivery of the university's recruitment plans, along with directing the institutions internal and external communications strategies. The executive director leads the university's partnership sub strategy and alumni and fundraising function. Partnership relationships include uk educational partners, transnational education partners, and corporate and industrial partnerships.

The university of greenwich has a broad portfolio spread across four faculties and three campuses. There are over 28,000 campus-based students, and more than 16,000 students studying with overseas partners. The institution also pursues world leading research in a range of subject

areas, engaging with a wide number of stakeholders all over the world. As a result, the role requires an international outlook, and the ability to confidently lead across a broad remit.

A key responsibility of this role is to ensure that the university approaches marketing & external relations in a coordinated manner, maximising brand value and engaging staff and students in support of the organisation's vision and values.

Key accountabilities

Team specific:

- To provide visible and accountable leadership for the functions within the directorate and to allocate responsibilities and objectives for the senior management team allowing them to work as an integrated team and maximise their performance targets.
- To constantly review and challenge the university's recruitment and marketing plans, maximising fee income whilst ensuring the institution's offer meets domestic and international student demand.
- To have overall financial responsibility for the directorate's budgets and business plans and delivery against agreed targets.
- Lead the development and management of strategic partnerships with key stakeholders, including educational institutions, industry partners, and community organisations.
- To demonstrate commitment in leadership to the institution's values and to an excellent student experience.

- To work with the vice chancellor and the university's senior leadership to articulate the strategic vision of the university and to ensure that this is marketed and communicated consistently.
- To ensure that the directorate's teams work collaboratively and proactively with other parts of the university and that users of the services can give feedback in order to improve the quality and effectiveness of service provision.
- To provide leadership for those in key communications and marketing roles outside of the directorate to ensure that the links between the two are as effective as possible.
- To champion the university's alumni and fundraising activities, growing engagement and philanthropic activity.
- To work in partnership with other professional service executive directors to support delivery of high quality, seamless services for both students and staff.

Generic:

- To bring innovation and ambition in the development of quality and progressive practices to enhance the university's reputation and capability whilst ensuring return on investment.
- To lead and manage the effective delivery of change through a collaborative process, building strong relationships with senior stakeholders and taking account of their needs.
- To comply with university approved policies, guidelines and standard operating procedures, and to implement these in an efficient and professional way.

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
- 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 directorate delivers the required level of service.

Key performance indicators:

- Annual student recruitment targets
- Directorate budget targets
- Marketing campaign metrics and performance
- Internal and external engagement measures

Key relationships (internal & external):

- University senior leadership (vc, dvcs, pvcs)
- Professional services executive directors
- Domestic and overseas partnerships

Person specification

Experience:

Essential criteria

- Outstanding track record of senior leadership and management of multiple teams within a large and complex organisation
- Broad experience of marketing and sales/ recruitment in a uk and international context
- Proven ability to deliver consistently against financial targets in a commercial environment
- Demonstrable experience of having delivered significant change and improvement and managing organisational expectations through this process
- Demonstrable experience of leading internal and external communications strategy and delivery
- Resilience demonstrated by the capacity to deliver high quality outcomes under pressure but in a collegiate and inclusive manner
- Strategic awareness of the higher education sector and national trends and innovations.
- Proven ability to develop and maintain strategic relationships with both internal and external stakeholders.

Desirable criteria

- Marketing experience with youth brands particularly in the 16-25 age range
- Experience of working in international markets in an educational context
- Prior experience of leading successful fundraising and/or alumni teams
- Experience of developing and growing impactful strategic partnerships for a large scale organisation.

Skills:

Essential criteria

- Excellent leadership and management skills
- Excellent influencing and negotiating skills with multiple audiences
- Strong financial skills and ability to manage budgets and resources
- Outstanding communications skills both written and oral in a range of contexts.

Desirable criteria

- Effective skills in understanding strategic opportunities from digital products and resources relevant to the role.

Qualifications:

Essential criteria

- Degree or equivalent experience

Desirable criteria

- Evidence of continued professional development relevant to the role.

Personal attributes:

Essential criteria

- We are looking for people who can help us deliver the values of the University of Greenwich: inclusive, collaborative and impactful.

Desirable criteria

- A strong sense of personal ambition and drive and a positive attitude to delivering excellent service delivery for the academic enterprise and the student experience as well as the corporate professional services
- A commitment to demonstrating personal accountability and corporate responsibility.

How to apply

This is an exciting time to join our team. If you share our commitment to Education without Boundaries, and have the qualities and attributes we seek, we want to hear from you.

To apply please submit a full CV which should include:

- your full employment history
- educational and professional qualifications
- the names and addresses of two referees (referees will not be approached until the final stages of the selection process and not without prior permission of the candidate)

You should also include a personal statement that demonstrates your ability to meet the person specification (maximum two pages)

For complete information, and to submit your application please click the link: [Apply Here](#)

Application Deadline: **Wednesday 12 March 2025**

Longlist interviews and final interviews will be undertaken following the application deadline.

The appointed candidate will be offered:

- Competitive salary scales and defined pension scheme offering a reliable retirement income source.
- Generous leave: 38 days, including bank holidays, wellbeing days, closure days and extra leave related to service.
- Events, freebies, discounts, partnerships, and salary sacrifice offers.
- Support for career and development opportunities
- Access to library and digital platforms for work and personal use.
- Encouraging and embracing work-life-balance
- Wellbeing and sustainability initiatives
- Champions, communities and belonging groups.



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