

JOB DESCRIPTION

Job Title: Senior Digital Campaign Manager

Grade: SG8

Department: Marketing External Relations

Responsible to: Head of Marketing & Brand

Responsible for: Senior Campaign and Marketing Officer (UG), Senior Campaign and Marketing Officer (PG), Senior Online Marketing Campaign Officer.

Key Contacts: N/A

Standard Occupational Classification (SoC code): N/A

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

- Lead on the planning, development and implementation of integrated marketing campaigns to raise stakeholder awareness across relevant external channels.
- To provide effective leadership and management to the Campaign Team.
- Support the Head of Marketing and Brand in commissioning external creative projects and advertising agencies for digital campaigns.
- Liaise with Faculty and Directorate marketing representatives to oversee and facilitate integrated marketing campaigns.
- Be part of bringing together all the brand & marketing communications for all 3 campuses of the University of Greenwich (messaging, market and customer insights, customer satisfaction, content, events, all media and channels).
- Demonstrate a robust working knowledge of how to reach and engage audiences and how to use insight to drive performance improvements.
- Take the lead on advising on best practice in paid media, overseeing the whole University of Greenwich integrated campaign effort and suggesting budget allocations for faculty and international campaigns.

- Raise brand awareness, lead generation and conversion for student recruitment and other stakeholder campaigns
- Liaise with a wide range of stakeholders across the University of Greenwich to champion campaign best practice

KEY ACCOUNTABILITIES

Team Specific:

- Bring together all the marketing elements (messaging, customer insights, potential designs from the Content Team and target audiences)
- Raise brand awareness, direct response, lead generation and customer engagement with a focus on the UK and International, undergraduate and postgraduate markets
- Act as brand guardian, including supporting the development of the brand within your campaigns
- Persuade and influence audiences to change decision behaviour through effective use of targeted marketing campaigns and third parties
- Day-to-day agency management on behalf of all UoG stakeholders.
- Overseeing reporting for all UoG campaigns, including the ability to challenge and develop agency performance.
- Support the Head of Marketing in sharing campaign best practice and arrange training for all UoG stakeholders, ensuring they benefit from our agency's expertise and know about the latest development in paid campaigns.
- Must possess a good understanding as to how effective marketing works across different channels and audiences
- Experienced at briefing multiple creative campaigns and taking a proactive approach to audience and market development.
Responsible for briefing in central, faculty, international and other ad hoc campaigns in line with agency template.
- Managing campaign budget and the effective processing of payments with agencies, ensuring the best ROI for all our UoG campaigns.
- Strong analytical skillset. Proactive in sourcing and understanding various data sets from internal and external sources (enrolment data, demographics, audience behaviour, geo-targeting etc.)
- Practical experience of working with Google Analytics and digital advertising platforms (Facebook Business Manager, Google Ads, Microsoft Ads etc)
- Possess strong understanding of developing biddable media (PPC) strategies and managing campaigns across search, display and social.

- Act as point of contact for technical elements of campaign such as arranging tracking with the agency and the digital marketing team or UTM reporting with our CRM team.
- Ensure the institution and course profiles are up to date and attractive on all relevant third party sites.

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 new digital campaign 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
- Assist the Head of Marketing and Brand in the development of the campaign element of the Marketing Communications strategies.

Managing Self:

- 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
- Working with other staff effectively to help maximise their performance by working as one team and eliminating unnecessary duplication of work
- Ensure the Head of Marketing and Brand is updated regularly as agreed on progress against campaign 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 the Marketing & External Relations Directorate delivers the required level of service.

KEY PERFORMANCE INDICATORS:

- Raise brand awareness via campaign for all campuses of the University of Greenwich.
- Raise lead generation and conversion via campaign.
- Contribute to raising student recruitment numbers across the University of Greenwich.
- Raise stakeholder engagement and the value of the department to the institution and its audience
- Lead the campaign team effectively to ensure that the content and campaign needs are met

KEY RELATIONSHIPS (Internal & External):

- Associate Director of Marketing and Communications
- Head of Marketing and Brand, Head of PR & Communications, Head of Digital Marketing
- Other teams within the MER Directorate (e.g. UK Student Recruitment, International recruitment, Alumni, Administration, Finance)
- Other channel specific teams (Brand and Content, Events, CRM, Digital, PR & Internal Communications, Social Media)

- Colleagues within faculties or other directorates with marketing responsibilities
- Students & prospective students
- External Agencies and partners(media, creative, UoG partners etc)

PERSON SPECIFICATION

EXPERIENCE:

Essential Criteria

- Experience of campaign management
- Experience of campaign planning and developing measurement systems to analyse effectiveness
- Experience of commissioning and managing campaigns via external agencies
- Demonstrable expertise in digital campaign (PPC/ Biddable media) planning and optimisation.
- Experience of more traditional campaign formats such as Out Of Home advertisement.
- Experience of managing content creation for campaign for youth audiences
- Experience of managing a marketing budget
- Line management experience

Desirable Criteria

- Experience of consumer marketing
- Experience of Higher Education

SKILLS:

Essential Criteria

- Excellent team working skills
- Great organisational skills
- Solid project management skills to plan and organise resources appropriately
- Ability to work accurately and effectively under pressure
- Good data analytics. Competent Google Analytics user
- Good presentation skills
- Excellent IT skills across MS Office; including Word, PowerPoint and Excel

- Natural relationship builder. Creating good working partnerships with faculty counterparts and support their objectives through delivery of high performing campaigns
- Creative, proactive and at ease being empowered.

Desirable Criteria

- Excellent negotiation skills to drive best possible deals from suppliers and push forward agency performance
- Practical experience of the Google Marketing Platform, Facebook Business Manager and Microsoft ads.
- Being able to manage third party messaging and course listings.

QUALIFICATIONS:**Essential Criteria**

- A Degree or equivalent experience in marketing

Desirable Criteria

- N/A

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

- N/A