



NORWICH UNIVERSITY OF THE ARTS

Marketing Manager



**NORWICH
UNIVERSITY
OF THE ARTS**

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Supporting Information

Norwich University of the Arts (NUA) is a dynamic, modern and creative community providing arts, design and media education from a unique campus at the heart of the city's cultural quarter. Whilst the institution's history can be traced back to 1845, we are contemporary and forward thinking with industry standard facilities. NUA's mission is to be the best specialist university for Arts, Design and Media study in Europe, producing graduates of the highest quality and inspiring students and staff to achieve excellence in the creative and cultural spheres.

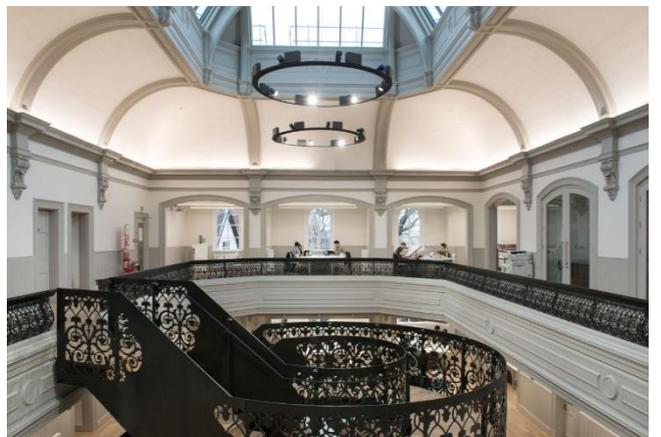
Students and alumni win a wide range of prizes and awards for their work at national and international levels including an Oscar nomination, two BAFTAs, several coveted D&AD Yellow Pencils, The Tigerprint Award at New Designers and prizes from Bradford Textiles Society, Association of Photographers, Graduate Fashion Week and Jerwood. 94% of undergraduate and 97% of postgraduate students are in employment or further education within six months of graduating. Our graduates are influential contributors and commentators on the creative and cultural industries they serve.

We continue to grow our student numbers through the introduction of new courses, responding to what industry tells us is needed, which continues to strengthen our position as a university able to attract the best and most committed students.

If you are successful in your application, you will join a dedicated, friendly team of academic and professional services staff. We realise making career choices requires careful consideration and hope that as you learn about us you will be inspired by our ethos and plans for the future of NUA and that you will want to join our team.

Professor John Last
Vice Chancellor

For further information on the NUA and our Community please view the **Joining our Creative Academic Community** document on our website.



Marketing Manager

Full-time

One year fixed term

£32,004 to £38,183 per annum

The University has grown over the last ten years and students are applying to study at NUA from all over the UK, Europe and internationally. To ensure that the Marketing and Recruitment Strategy continues to raise the University's profile and promote the portfolio of courses, we are looking for a dynamic, motivated and experienced marketing professional to lead on and implement a range of marketing opportunities which include launching the new university website.

This post, a one year fixed term maternity cover, sits within NUA's Marketing and Recruitment team, reporting to the Director of Marketing.

Responsibilities include digital marketing, publications and print material, promotional advertising campaigns, brand management and day to day line management of the excellent, experienced marketing and communications staff in the team.

The post holder will need to be a quick learner, possess a high level of expertise in marketing and brand strategy, and the ability to advise senior management. You will have a proven track record in the development and delivery of marketing campaigns, alongside a good understanding of the challenges facing the higher education market in the UK and internationally.

Committed to equality and valuing diversity.

Closing date: Tuesday 20th June 5pm

Interviews will be held on: Tuesday 6th July (please note there has been a change to the advertised date)



Job Description

Marketing Manager

Reports to: Director of Marketing

Job Purpose

Responsible for marketing within the Marketing and Recruitment Department.

Deliver an effective marketing strategy which will raise the profile of the University and promote our courses. Working closely with the Director of Marketing, Recruitment and Outreach Manager and International Marketing and Recruitment Manager to ensure a joined-up approach to all marketing and recruitment activity, the post holder will take responsibility for our external website and all its content, all marketing materials including our prospectus, course level social media and event promotion.

Main Responsibilities

Website and Digital

- Responsible for the project management and delivery of the new website by February 2018.
- Ensure the NUA website promotes the University to best effect going forward with new copy, design, video and imagery as appropriate. Review and advise on changes to the existing website to ensure compliance with accessibility legislation.
- Optimisation of website search performance.
- Manage associated NUA websites (NUA degree show websites, Research Repository and Ideas Factory^{NUA}, online store) and the NUA Intranet and Image Bank.
- Liaise with external contractors on the development, integration and implementation of all web based systems and databases ensuring a high level of service and value for money.
- Monitor, analyse and publish monthly user reports and asset performance which will inform marketing activity.
- Provide specialist advice on emerging developments and trends in new media technology, social media networking tools and competitor marketing practice and make recommendations to develop marketing strategy in this area.

Print

- Lead all top level print projects including Postgraduate and Undergraduate Prospectus and conversion materials.
- Deliver an outstanding Undergraduate and Postgraduate prospectus. The Undergraduate Prospectus must be printed in January. The Postgraduate Prospectus follows in March each year. This includes the management of tendering processes for external design work with agencies and freelance designers and print work with local printers.

NUA Branding

- Establish and ensure the maintenance of a common profile for all University publicity material including promotion of NUA events, oversee production and ensure consistency and quality (including signage).

Promotion

- Identify and implement advertising campaigns to support NUA recruitment and/or marketing of specific NUA events.
- Work closely with Academic Course Leaders and members of their teams in the development of marketing plans for courses to support the achievement of strategic and operational targets.
- Develop internal systems for collecting and disseminating newsworthy information.

Events

- Oversee the delivery of events such as institutional private views and city lectures

Management

- Manage Marketing staff within the department.

Further information

Equal Opportunities

All members of staff are required to support the University's policy on equal opportunities and to ensure that their work practices reflect that commitment.

Health & Safety

All members of staff are responsible for ensuring their procedures and practices are compliant with the University's Health and Safety Policy.

Policies & Procedures

To comply with any policy and procedure as regularly updated and published on the intranet applicable to your role, e.g. Confidentiality, Data Protection, IT Acceptable Use, Disaster Recovery, Quality Management and Enhancement procedures etc.

Staff Development

Participate in Staff Appraisal and Development Review and Staff Development and Training activities as well as maintaining own subject knowledge.

Confidentiality

Maintain confidentiality regarding all aspects of work.

Variation to Job Description

Norwich University of the Arts reserves the right to vary the duties and responsibilities of its employees within the general conditions of service. The duties and responsibilities outlined above will be periodically reviewed and may be altered as the changing needs of the University may require.

Person Specification

Marketing Manager

Essential

- Educated to undergraduate standard
- Experience of managing projects and staff
- Marketing experience at management level
- Proven experience in writing copy for digital and print platforms
- Experience of planning and executing marketing campaigns
- Experience of developing websites and/or digital marketing materials, using different website CMS, and writing HTML
- Understanding of print production
- Experience of budget planning and managing expenditure
- Excellent interpersonal skills and the ability to communicate effectively
- Ability to deal with a varied and complex workload, prioritise tasks and excellent time management skills
- Willingness to work outside normal office hours if and when required
- Proven problem solving ability
- Ability to research data and report findings
- Ability to make independent decisions within the confines of role responsibilities

Desirable

- Relevant professional marketing qualification or higher level degree
- Experience of undertaking and presenting research
- Experience of working with analytical tools such as Google analytics
- Ability to use Adobe Creative Suite, particularly Acrobat Pro, InDesign, Photoshop and Illustrator

General Information

Terms and Conditions of Appointment

On appointment, the successful candidate will receive a full statement of terms and conditions for Professional staff.

Duties

The duties and responsibilities are outlined in the job description contained in the post details pack.

Starting Date

This post is fixed term for one year and maternity cover.

Hours of Work

The standard hours of work for professional services staff is 37 hours per week and any additional hours as are necessary for the proper discharge of your duties and responsibilities.

The hours for this post are 37 per week throughout the year.

Salary

This post is on an incremental salary scale. The salary for this post is Grade 7, which is from £32,004 to £38,183 per annum.

Please note that it is the expectation that candidates will be appointed at the beginning of the salary scale and that they will normally move up the scale points within the Grade on 1st September each year, after completion of the relevant service.

Annual Leave

The leave year runs from 1 January to 31 December.

There is an annual holiday entitlement of 21 days (increasing to 25 days after 5 years' service at the start of the leave year) plus 8 statutory days. In addition, the University may grant up to 4 concessionary days leave per year when the University is closed.

Pension

Employees have the benefit of joining an excellent defined benefit pension scheme which builds up a pension on a "Career Average" salary basis to which the University currently contributes an additional 19.5%.

As a member of the scheme, you would be provided with a secure future retirement income, independent of share prices and stock market fluctuations. There is also cover in the event of early retirement on the grounds of permanent ill-health, redundancy or business efficiency. Plus you have the option, on retirement, to exchange part of your pension for some tax-free cash.

From the moment you join, the benefits of the pension scheme also include life cover and family benefits for partners and children in the event of your death.

As a member of the Local Government Pension Scheme you have the security of these valuable benefits at a relatively low cost to you.

You can find out more about the pension scheme by visiting the Norfolk Pension Fund website at <https://www.norfolkpensionfund.org>

Interview Expenses

Reasonable travel and incidental expenses incurred in attending the interview will be reimbursed, subject to prior approval. You will be required to provide receipts for expenses claimed. If you are offered the position and decline the offer, expenses will not be reimbursed.

Qualifications

Candidates invited for interview will be required to bring their original certificate as proof that they hold the qualifications listed as essential on the person specification for this role.

Eligibility to Work in the United Kingdom

If you are invited for interview you will be asked to provide original documentary evidence of your eligibility to work in the UK. This will normally be your current passport. Candidates will be provided with a list of documents that can be provided as evidence.

Overseas Applicants

If you are from outside the European Economic Area (EEA), you will need to obtain a visa through the UK Border Agency's Points Based System in order to work in the UK. More information on this is available on the Visas and Immigration section of the Home Office website.

For a skilled worker from outside the EEA to obtain a visa under Tier 2 of the Points Based System, the University must issue a valid Certificate of Sponsorship. Before this can be issued, the University must be satisfied that the post cannot be filled by a settled worker and that the individual will meet the points requirements of Tier 2.

Application and Recruitment Process

Accessibility

If you require copies of documentation in alternative formats, large print or Braille, please contact the Human Resources Department.

Job Description and Person Specification

Within this pack you will find the job description and person specification for the post for you to read before you complete your application form.

- **Job Description** – provides information about the main duties and responsibilities for the position. It also describes the purpose of the post.
- **Person Specification** – sets out information about the characteristics that are essential and desirable to perform the duties in the job description eg knowledge, skills, experience, abilities and qualifications that the ideal candidate will have to enable them to fulfil the duties of the role. Candidates will only be shortlisted if they meet all the essential criteria.

Application Form

The application form is the first stage in the recruitment and selection process and is a key element in being short-listed for an interview and the possible offer of a job. Therefore, it is important that you complete all relevant sections of the application form as clearly and as fully as possible.

These notes give guidance on completing the application form and also further information with regard to the post and the recruitment process.

If you have any queries regarding any aspect of the recruitment and selection process, please contact the Human Resources Department on 01603 756243 or by emailing jobs@nua.ac.uk.

Applications should be completed in full and should preferably be typed.

You may submit your application form electronically to jobs@nua.ac.uk. By completing and emailing the application form, you confirm you are accepting the terms of the declaration as detailed on the form and understand that any false statement or omissions may result in your application being withdrawn or your appointment being terminated.

Supporting Statement and Additional Information

Space is provided on the application form for you to write a statement in support of your application. You may wish to enclose additional sheets which should be clearly marked with your name and the position you are applying for.

Your statement in support should address all the criteria listed under the person specification and state how your previous and present experience enables you to satisfy each of the criteria, using specific examples that are relevant to the job. This will enable the short listing panel to assess your knowledge, skills, experience, abilities and qualifications against the requirements of the post.

If you have been out of paid employment for a time, or have never been employed, you may have transferable skills or experience gained through voluntary/unpaid work or domestic, social or community activities that you undertake.

Education/Qualifications

In your application you should give details of examinations passed and any professional qualifications or awards obtained. Please provide details of the grade (if applicable) and the date of the award. If you are invited for interview you will be asked to bring the original copies of the qualifications as set out in the essential and desirable person specification which will be copied and checked against your application form.

Submission of Curriculum Vitae

You may, if you wish, submit a CV with your application form. However, we are unable to accept CVs without a fully completed application form.

Referees

Please provide the names, addresses and telephone numbers or email address of two people who are able to provide you with a reference. The first person should be your current or most recent employer and the other person must be someone who is able to comment on your skills and abilities required for the post.

If you are not currently working, or have never been employed, you should give the name of someone who knows you well. This should not be a friend or relative.

References will not normally be taken up unless you are provisionally offered the positions. All offers of employment are subject to receipt of satisfactory references.

Equal Opportunities Monitoring

Norwich University of the Arts is committed to equality and diversity. All applicants will be considered on their abilities and will not be discriminated against on the grounds of age, disability, gender reassignment, pregnancy, race, religion or belief, sex and sexual orientation.

As part of its commitment to equality and diversity we undertake equal opportunities monitoring of our workforce and applicants to enable us to evaluate the effectiveness of our policies and procedures.

To help us with this commitment, all applicants are requested to complete and return the Equal Opportunities Monitoring form as part of their application. Information on the form will be treated as confidential and will be used in accordance with the requirements of the Data Protection Act 1998. The information will be used for statistical purposes only, other than for the successful candidate as the data will form part of their personal confidential record.

The form will detached from your application form before this is given to members of the short listing or interview panel.

Submission of Application Form

Completed documentation must be submitted by:

5.00 pm on Tuesday 20th June 2017

This is a strict deadline and we regret we are unable to accept late applications.

The University cannot be held responsible for application forms which are lost or delayed in the post. If you post your application form, please ensure there is sufficient postage for the size and weight of the envelope.

Application forms should be emailed to jobs@nua.ac.uk or posted to:

Human Resources Department
Norwich University of the Arts
Francis House 3-7 Redwell Street
Norwich NR2 4SN

I would like to take this opportunity of thanking you for your interest in the position.

If you have any queries regarding any aspect of the recruitment and selection process, please contact the Human Resources Department on 01603 756243 or by emailing jobs@nua.ac.uk.

Interview Arrangements

If you are shortlisted for interview you will normally be contacted by telephone or email by a member of the Human Resources Department.

The date of the interview is:

Thursday 6th July 2017 (please note there has been a change to the advertised date)

If you have been unsuccessful in your application we will write to you accordingly. Due to the high volume of applications we receive we are unable to provide feedback for applicants.

Shortlisted applicants are asked to bring proof of eligibility to work in the UK to their interview. This will normally be in the form of a passport which will be checked and a copy taken by a member of the Human Resources Department. For the successful candidate the copy will be held on the personal confidential file. Documents copied for unsuccessful applicants will be destroyed 6 months after the recruitment process has been completed.

Offers of Employment

All provisional offers of employment are subject to proof of eligibility to work in the UK, verification of qualifications, satisfactory references and completion of a medical questionnaire.

