



RECRUITMENT PACK

DIRECTOR OF MARKETING, COMMUNICATIONS AND INTERNATIONAL



WELCOME TO THE UNIVERSITY OF SUFFOLK



Dear Applicant

Thank you for your interest in becoming our new Director of Marketing, Communications and International at the University of Suffolk.

The University of Suffolk is unique and proud to be different; our identity and proposition are founded on a bold vision for change, to create a new kind of higher education establishment, custom built for the modern world. Our purpose is simple, to change lives of individuals and communities, for the better.

We are all about transformation – transforming individuals, our community, our region and beyond. We have absorbed the best traditions in higher education and aligned them with the modern world of employment and entrepreneurship. We are a distinctive, thriving academic community making a clear and immediate impact.

We embrace change and prepare and invest in our students for whatever the future may bring, giving them the help and support to succeed in a world where the only constant is change. We are committed to working with all our students to support their success throughout their studies with us, and their progression into graduate employment or further study.

Looking forwards, and building on our growing reputation, we have a clear vision. By 2030 we will be recognised as an empowering force for individual and community growth and development. At the heart of the mission is a responsibility to be a model for a new type of civic university, to be one of the key business support agencies in the region, to regenerate the local economy and be the provider of choice. The role of Director of Marketing, Communications and International will play a critical role in helping us achieve that long-term vision.

With established foundations upon which to build, and a bright future ahead, we're seeking a talented senior marketing and communications professional to shape and lead all aspects of our UK and International marketing strategy, as well as our recruitment strategies that support the growth of our student community. The platform is ready for you to utilise the full range of your professional and managerial skills and experiences to further develop the University's growing profile and reputation.

We want to attract people to a university with a difference, where ambition and innovation are key measurements of success. If you want to be part of our exciting journey and believe you have the qualities and outlook we need, we very much look forward to hearing from you.

Tim Greenacre, Chief Operating Officer and Secretary to the Board
Professor Helen Langton, Vice-Chancellor



UNIVERSITY OF SUFFOLK: A UNIVERSITY FOR A CHANGING WORLD

The University of Suffolk was originally established as University Campus Suffolk (UCS) in 2007 and transformed the provision of higher education in Suffolk and beyond. In August 2016, the first independent University of Suffolk was officially launched. We are one of the newest UK universities; that means we don't just rely on our heritage, but we focus on making history.

The University's mission is to 'transform lives and our region, through education, training, research, business and community engagement'. You can read more about our strategy and vision in our '[Transforming Lives and Our Region - Strategy and Vision 2020 - 2030](#)'

Our core values define us and provide a framework for the way that we will work to deliver our vision. We are:

- **Transformative.** We believe in the power of education to deliver positive changes for the individuals and communities we work with.
- **Inclusive.** We are a community built on respect, fairness, and compassion, we debate our differences sensitively and celebrate the strength and creativity that a diverse community gives us.
- **Creative.** We dare to challenge established beliefs, generate new ideas and strive to change the communities we serve. We are innovative in finding new ways and solutions to advance the boundaries of knowledge and address real-life issues.
- **Empowering.** We inspire our students and staff to be the best they can be and support them to realise their potential and goals.
- **Collaborative.** We thrive through inclusive, trusting, and supportive relationships building a sense of community and mutual responsibility, helping us to achieve our shared goals.
- **Professional.** We strive to deliver the highest standards of service and scholarship, both internally and between academics and professional services colleagues, and externally between all University staff and members of our wider community.

More information about our [values and behaviours](#) can be found [here](#)

We are committed to putting students at the centre of our thinking and the strong partnership between students and staff at the University is central to our ambitions. We were created to provide higher education to the people of Suffolk, and while the reach of the University has grown, we remain committed to working with our local communities. Our aim is to increase participation in higher education, by raising the aspirations and expectations of all potential students, ensuring both young and mature students alike are aware of their local opportunities for studying.

We deliver transformative education.

We provide opportunity for all, and we are proud to educate more than double the national average of students from deprived backgrounds. We provide excellent graduate employment outcomes and placed 26th in the UK for Graduate Prospects-on track, and we continue to invest in our students and placed 23rd in the UK for Academic Services spend (Complete University Guide 2023). We provide subject area excellence and in the Guardian University Guide 2023, we placed 6th in the UK for History and 7th in the UK for Sociology and Social Policy.

We are proudly modern and innovative.

Our compact Waterfront Campus is home to state-of-the-art facilities and placed in the top 10 for 'Best Facilities' in the UK WhatUni Student Choice Awards 2022. In the same year we placed in the Top 10 in the UK for 'Best Lecturers and Teaching Quality'. We recently completed a £13m state-of-the-art Health and Wellbeing Building dedicated to the promotion of integrated care and among our student body, practice partners and the wider community. Through a unique partnership with a world-leading telecommunications company in BT, we offer the DigiTech Centre - a £9.6 million research and engineering facility at BT's Adastral Park.

We are international-class and committed to our region.

We offer world-class research and achieved an 'outstanding' award in the REF 2021 for producing world-leading and internationally excellent research. We provide global consultancy and knowledge transfer services to businesses throughout our region and across the world, including places such as Peru, Hong Kong, Singapore and Malaysia. The implementation of our international strategy has seen the number of international students on our Ipswich campus increase to over 60 in 2022, with plans for this number to double in 2023. We make a significant contribution to the local economy, in 2018 an economic impact analysis estimated the University of Suffolk generated over £100 million Gross Value Added (GVA) and supported 2,270 across the region and wider UK.

You can find out more about the University of Suffolk by visiting <https://www.uos.ac.uk/>

ROLE DESCRIPTION

The newly restructured Marketing, Communications & International Directorate will play a key role in the delivery of the University's ambitious growth strategy and provide professional leadership, advice and services to colleagues across the University, ensuring all activities are evidence based and focused on achieving our clear business objectives.

The Marketing team is responsible for marketing strategies and planning, campaign development, market insight, UK student recruitment, admissions and conversion. The Communications team has responsibility for the areas of press and media relations, reputation management, internal communications, events, website development and management, CRM development and management, publications, design and social media. The International team is responsible for international strategy and planning, international student recruitment, international campaigns, UKVI compliance, agent management and international events.

In this role, you will lead the Marketing, Communications & International Directorate and have overall responsibility for leading the development and delivery of UK and International marketing and student recruitment strategies to support the growth of student recruitment. You will also have responsibility for the development and delivery of communications and engagement strategies to further develop the University's growing profile and reputation. To help you achieve this, you will lead and motivate a high-performing senior team and be responsible for embedding a culture of professional leadership, high quality service delivery and creative thinking across the whole team.

Role title:	Director of Marketing, Communications & International
Accountable to:	Chief Operating Officer
Responsible for:	Three direct reports (Assistant Director for Marketing, Assistant Director for Communications and Assistant Director for International)

MAIN RESPONSIBILITIES OF THE ROLE MARKETING

- Lead the development and delivery of marketing campaigns ensuring that they enhance our brand and deliver against clear business objectives.
- Lead the UK student recruitment strategies, plans and activities to enable the University to deliver its UK student recruitment growth targets and support the wider business objectives.
- Lead the development, delivery, and monitoring of the University's brand strategy, ensuring that values, messaging, and campaigns support our strategic ambitions.
- Ensure University Admissions provide a seamless and responsive student recruitment journey from awareness through to admission and enrolment, including conversion activities using the CRM system.
- Work closely with the Deans of academic schools and members of their teams in the development of recruitment strategies for undergraduate and postgraduate courses to support the achievement of strategic and operational targets for UK student numbers.
- Monitor the changing HE sector and its potential impact on student recruitment, communications and brand and making recommendations to the Executive and Senior Leadership teams on developments and enhancements.
- Provide strategic advice and guidance to senior colleagues on key issues and opportunities within the UK recruitment arena, and commissioning market intelligence to support the development of the University's course portfolio.
- Lead the development and implementation of a strategy to enhance the University's national and regional reputation and profile with prospective students, influencers, and wider stakeholders.
- Oversee the organisation and development of the University's clearing operation, meeting ambitious recruitment targets, and providing advice and expertise to academic and professional services colleagues across the University.
- Oversee the development and management of the admissions policy and strategy, ensuring a seamless recruitment, enquiries and admissions process for all University admissions.

COMMUNICATIONS

- Overall responsibility for the development and delivery of communications and engagement strategies, plans and activities that will deliver a step change in the University's profile and reputation, which will underpin the attainment of growth targets and support the wider business objectives.
- Provide strategic leadership for the development of all communications campaigns, ensuring that they enhance the University brand and that they deliver against clear business objectives.
- Lead the development of an integrated communications plan to promote the research strengths of the University and enhance awareness and profile.
- Establish and develop excellent working relationships with schools and directorates to ensure market-led decision making and appropriate tools for all staff to communicate a strong, differentiated and consistent University brand.
- Oversee the development and implementation of an effective enquiry and conversion strategy and associated communications plans, ensuring an integrated approach across all marketing, recruitment, CRM, web, events and social media activities.
- Review and oversee the communications strategy for responding to a crisis and handling serious incidents.

INTERNATIONAL

- Overall responsibility for the development and delivery of marketing and international student recruitment strategies, plans and activities that will enable the University to deliver its international student recruitment growth targets and support the wider business objectives of the University.

ADDITIONAL DUTIES

- Lead, motivate and develop a high-performing team who embody the ethos of the Directorate and who are set clear and measurable objectives and who are empowered to make decisions relating to their areas of expertise.
- Represent the University at relevant national and international external groups and committees and identify key developments to give the University a competitive edge in the marketplace.
- Provide timely and useful insights, trends and metrics to the University Executive and wider Senior Leadership team (SLT) to inform strategy, planning and to monitor performance against Directorate and institutional KPIs.
- Contribute to relevant parts of the University's annual Access and Participation Plan (APP) and report on activity and targets in the annual Monitoring Return.
- Management, monitoring and reporting of all Directorate budget lines.
- Provide leadership, insight and critical analysis, as part of the Senior Leadership Team (SLT), in support of the University's strategic plan and delivery of its KPIs.
- Fully embrace and implement the University equal opportunities policy and practices, ensuring there is a culture of inclusion for students and staff.
- Any other duties that may be assigned from time to time by the Chief Operating Officer.



PERSON SPECIFICATION

In your application, please refer to Part One of the person specification set out below. Part Two will be explored at interview for selected candidates.

PART ONE

QUALIFICATIONS, KNOWLEDGE, AND EXPERIENCE

- Deep professional experience, ideally supported by the relevant qualification, in the field of marketing and communications (a postgraduate qualification in Marketing/PR related field or a CIM Diploma or IPR equivalent qualification would be an asset but is not strictly essential).
- Substantial experience working in a higher education environment at management level with detailed and up-to-date knowledge and understanding of current sector issues.
- Experience of working in UK student recruitment, marketing, and communications with evidence of delivering clear business results. This should include experience of planning and implementing successful student recruitment strategies, market insight and development and communications strategies.
- Experience of managing brand development projects and of analysing and interpreting management data that offers insight into brand recognition and other aspects.
- Experience of leading, motivating and managing high-performing teams.
- Experience of leading digital marketing with associated technology functions.
- Knowledge of policies and procedures around Information Governance, Data Protection, Advertising Standards and the Competition and Markets Authority.
- Knowledge of widening participation and access agendas in higher education would be useful but is not strictly essential.

PART TWO

SKILLS AND BEHAVIOURS

- Ability to lead and motivate a strong and high-performing team.
- Strong planning and organisational skills, with ability to set own priorities, work to strict deadlines and both lead and deliver multiple successful projects to meet targets.
- Excellent written skills, including report writing, content creation and copy editing.
- Highly effective interpersonal skills with the ability to work collaboratively and develop and maintain strong relationships with internal and external stakeholders.
- Ability to analyse and interpret complex data to provide useful market insight and produce insightful and timely reports.
- Excellent problem-solving abilities and is able to find creative solutions.
- Ability to influence others across various teams and departments and at all levels.
- Committed to continuing personal and professional development and to staying up to date with sector developments.
- A commitment to valuing, promoting and embedding equal opportunities.
- Strong commitment to the success of the Directorate and a desire to contribute to the overall development of the University.

TERMS OF APPOINTMENT

SALARY

Competitive

REWARDS AND BENEFITS

For details of our full employee offer see [Staff Reward, Benefits and Wellbeing](#)

PLACE OF WORK

The role will be based at the Waterfront Building, 19 Neptune Quay, Ipswich IP4 1QJ.

WORKING ARRANGEMENTS

We are committed to flexible working and have agreed a policy of hybrid working for team members following the pandemic. As a place-based organisation, it is important that we maintain a visible presence in the local area. For senior staff, there is an expectation that they will be visible and accessible to other staff and community members; however, we do recognise the importance of wellbeing and work life balance so are keen to always be as flexible as we can.

HOW TO APPLY

To make an application, please go to <https://starfishsearch.com/jobs/uos-dir-mark-comm-int/> and click on the **apply now** button, with the following prepared:

- your CV or equivalent biographical information
- a covering letter that sets out your motivation for applying for this appointment, and why you think your qualifications, knowledge and experience make you suitable

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Closing date is **Monday 3rd April 2023**.

Informal discussions with Starfish Search for selected applicants will take place in **week commencing 24th April or 1st May 2023**.

Agreement of the final shortlist will be by **Monday 15th May 2023**.

Formal interviews for shortlisted candidates may be combined with sessions with client or stakeholder groups; this will be confirmed later in the process and events are expected to take place **week commencing 22nd May or 29th May 2023**.