University of Edinburgh
Job Description

1. Job Details

Job title: Marketing Manager

School/Support Department: School of Philosophy, Psychology and Language Sciences

Unit (if applicable): Institute for Applied Language Studies

Line manager: Director of the Institute

2. Job Purpose

To develop and implement an integrated marketing plan for all IALS courses, services and higher degrees.

3. Main Responsibilities

(Normally between 4 and 10. Percentages should total at least 95% (and no more than 100%))

<table>
<thead>
<tr>
<th>Approx. % of time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Develop all promotional material (print &amp; online) for IALS using internal resources and external agencies so that potential students, agents etc receive accurate and reliable information on courses at IALS.</td>
</tr>
<tr>
<td>2. Develop and implement communications campaigns with appropriate media in order to attract enquiries from prospective students and agents. (advertising, direct mailings, newsletters etc)</td>
</tr>
<tr>
<td>3. Develop a reliable and accurate marketing information system (statistics, target market info, competitor research etc) to facilitate strategic decision making for marketing &amp; management purposes.</td>
</tr>
<tr>
<td>4. Develop and maintain a database of student, academic and agent contacts to facilitate customer relationship management &amp; direct mailing to recruit prospective students.</td>
</tr>
<tr>
<td>5. Represent IALS at relevant conferences and events and visit overseas agents and clients to promote our courses and recruit students.</td>
</tr>
<tr>
<td>6. Managing the marketing &amp; promotions budget in order to meet the student targets of IALS in the most cost effective manner.</td>
</tr>
<tr>
<td>7. Prepare an annual marketing report to facilitate strategic decision making by management.</td>
</tr>
</tbody>
</table>
8. Represent IALS in marketing matters at external bodies and within the University of Edinburgh to promote IALS, language learning and Scotland as a destination for EL study.

4. Planning and Organising
Planning marketing and promotions strategies for IALS over a 1 – 3 year period and presenting these to management for discussion and agreement.

Planning and organising the production of promotional material (print & online) up to one year in advance to ensure that deadlines are met.

Planning and execution of communication campaigns for all courses (advertising, direct mailing, CRM) a year in advance to facilitate lead in times of prospective students.

Planning, organising and carrying out overseas trips up to a year in advance.

Planning the allocation of the annual marketing budget to cover all aspects of the marketing plan that year.

5. Problem Solving
Problem: low student numbers on specific courses. The job holder is responsible for advising other members of the management team of possible solutions and for then implementing them as appropriate.

Problem: lack of marketing infrastructure / materials eg information systems. The job holder seeks out possible solutions and implements inline with budget.

6. Decision Making
In general, the job holder identifies and implements key marketing activities as per the marketing strategy. Collaboration is generally sought from the director of the institute on larger projects eg redesign of website, overseas travel.

Decides on which publications to advertise in.

Decides on allocation of marketing budget inline with marketing strategy.

Determines own work load and prioritisation.

7. Key Contacts/Relationships
Contact with the international office on overseas trips and recruitment of international students –collaboration on specific activities & general advice.
Contact with the British Council Scotland & Education UK to identify marketing opportunities overseas, participation on trade missions and to source marketing materials.
Representing IALS at English UK, SELTIC etc (Industry Associations for Language Schools in the UK) for research and promotional purposes.
Collaboration with CPA within the University to ensure that promotional material adheres to brand guidelines and to identify internal promotional opportunities.

8. Knowledge, Skills and Experience Needed for the Job
Appropriate first degree.
Professional qualification in Marketing.
Wide knowledge and experience of consumer and b2b marketing
Project management skills
Strong communication skills
Experience of destination / tourism marketing or marketing within FE & HE
Strong organisational skills
Innovative & strong initiative

9. Dimensions
The post holder works closely with the inhouse desk-top publisher who reports indirectly to this post.
The work of approximately four members of administrative staff can be influenced by this post holder – e.g. registrar, IT manager, receptionists and secretaries.
The post holder is responsible for the marketing budget (approx £75k)
The marketing manager is responsible for communications with a target market of approximately 350 agents and 3000 additional academic and student contacts.

10. Job Context and any other relevant information
The Institute for Applied Language Studies operates within the highly competitive market for English Language Courses which is currently dominated by the private sector. International students attending such courses differ significantly from other students at the University of Edinburgh in that they are all fee paying and typically study here for a number of weeks as opposed to four years. Although this post is within HE the post holder must operate as commercially and competitively as language providers in the private sector.