University of Edinburgh

Job Description Template

1. Job Details

Job title: Marketing Manager (Events & Branding)

School/Support Department: Communications & Marketing

Unit (if applicable):

Line manager: Head of Marketing

2. Job Purpose

This post is the specialist marketing professional responsible for the provision of expertise in brand management and corporate event management to the University. The post will take a leadership role in the development of brand management strategies and the development of brand guidelines, and in the development and management of a broad range of high profile University corporate events in order that the University markets itself effectively, presenting a consistent and positive profile to its many stakeholders.

3. Main Responsibilities

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1. To direct, implement and communicate the brand strategies and guidelines so as to guide, market and promote the University in a consistent and effective manner. To advise and work closely with Heads of Schools and Colleges to ensure that the University brand and its sub brands are represented effectively in the brand hierarchy. To direct the future brand development and be the lead marketing professional in projects affecting the brand such as the large, high profile University signage project. To manage market research associated with the brand development.

2. To develop plans of marketing activities and high profile corporate events working forward 1-3 years in order to manage relationships with key stakeholders and opinion formers in Scotland and the UK.

3. To create and manage a range of corporate flagship events, such as the Enlightenment Lecture series, to meet the University’s strategic goals and to represent the University at such events so as to ensure that the University’s profile is maintained within the City and internationally.

4. To lead on the management of the relationship with the event sponsor. To manage the budget for events, including the Enlightenment Series budget (£140,000) to ensure best value. To contract and manage external suppliers for events such as the advertising agency, the design agency and the printer.
5. To design and create a promotional/publicity plan for each event, or series of events. This includes briefing the press office to produce and deliver a media plan, commissioning paid for publicity and developing content for the University website. 5%

6. To anticipate, identify and drive the University’s participation in key events/developments or trends in Scotland, such as Edinburgh’s appointment as UNESCO City of Literature. To identify key partner organisations with whom the University should build long term relationships and coordinate a plan of partnerships over a 3 year period. A current example is the Edinburgh Lectures which builds a relationship with the Scottish Executive, the City of Edinburgh Council and the Royal Society of Edinburgh. 10%

7. To generate ideas and innovations to advance the University’s corporate events strategy including research into event management software packages, new ticketing systems, and new ways of promoting and evaluating events. 5%

8. To identify, recommend and support marketing research and planning so as to improve the marketing of the University. To contribute to marketing and event evaluation, research exercises, awareness tracking, surveys to ensure that all marketing and promotional material/events are up to date and accurate so that all communication with target markets are accurate and on University message. 5%

4. Planning and Organising

This post is required to anticipate and plan ahead on a 3 year basis to ensure that all the corporate events are coordinated within the devolved University. Within the 3 year plan the post is required to complete annual plans.

The post is required to take into account developments within the marketing profession when planning and organising.

The post holder must be able to react and plan into the longer term schedule activities and events that happen at very short notice.

Planning is influenced by the academic year and University priorities, stakeholder relationships, expectations, fluctuating demand and student expectations.

5. Problem Solving

This post is responsible for providing solutions to branding issues and to creating solutions to issues over brand architecture and hierarchy and is also responsible for leading decisions on strategic event management.

3. Making decisions on identifying marketing and event requirements


6. Decision Making
This post is required to manage complex and multiple high profile events and against this backdrop the post holder must make decisions of prioritisation of projects and allocation of resources.

The post is required to lead the decision on marketing solutions to problems and to decide on the most effective corporate University events for engaging stakeholders.

Making decisions on the use of the University’s corporate brand.

7. Key Contacts/Relationships
Act as the principal University contact at key internal and external events and marketing groups/meetings at City & UK level. Liaise with key speakers at events, usually prominent individuals at national or international level and negotiate with their agents/ publicity representatives and/or publisher.

Foster and maintain excellent working relationships with sponsors at a senior level and advise external stakeholders users on University branding

Build relationships with internal staff who have connections to potential speakers.

8. Knowledge, Skills and Experience Needed for the Job
Honours degree or equivalent with a minimum of 7 years event management and experience and substantial experience in brand management.
Marketing knowledge and experience
Experience of dealing with key influencers and opinion formers in Scotland.
Ability to provide high level, strategic consultation to internal clients.
Excellent communication and presentational skills with the ability to effectively interact with internal clients and external contacts.
Excellent organisational and project management skills and the ability to meet deadlines.

9. Dimensions
1. This post raises awareness of the University locally, UK wide and internationally.

2. It is a highly public facing role.

3. It has the responsibility to communicate with a broad range of people on various levels and which has considerable impact on the University’s relationships with key stakeholders and target audience groups.

4. It has the responsibility to ensure that the University brand is enhanced and protected that the University is branded correctly and appropriately in all external relations and venues and that the right impression is created from customer care to the use of the correct logo.

5. The post ensures that the University is seen in a positive way, through advice on corporate and student marketing and events material.

6. This post manages the events budget.
10. Job Context and any other relevant information
The job is within a newly created Marketing function within CPA. This function was identified by the University as vital and increasingly important for all its activities both on a corporate and recruitment level.