University of Edinburgh

Job Description Template

1. Job Details

Job title: Marketing Manager (Market Research and Marketing Planning)

School/Support Department: Communications and Marketing

Line manager: Head of Marketing

2. Job Purpose

This post is the University market research specialist, responsible for the provision of a specialised, professional market research and planning service to Schools, Colleges and the University in order to better understand the markets, the needs of students and other customers, evaluate market opportunities and develop actionable marketing strategies. This is a new post tasked with developing an important new service to the University and will require the post holder to design and formulate the product offered by assessing client needs.

3. Main Responsibilities

1. To provide a professional market research and marketing planning service to schools, colleges and departments in order that they can achieve their key marketing objectives using a range of marketing techniques, including market research and marketing planning. To advise on for example new course development, market positioning, the identification of new markets and marketing activities.

   Approx. % of time

   30%

2. To direct qualitative and quantitative market research methods and market analysis, to inform the decision making of schools, colleges and support services. To commission and project manage the external agencies market research, interpret and report findings.

   20%

3. To lead a detailed assessment of client requirements for the market research service then design, develop and establish the service to ensure its effective delivery.

   10%

4. To be the University’s advocate for market research and lead an internal communications and training plan to build awareness of the benefits of market research.

   10%

5. Lead the development of marketing strategies in conjunction with major operational areas leading to the development of unit marketing strategies and plans and to an overall University plan.

   20%
6. Develop and implement a range of activities (workshops, presentations) to facilitate the sharing of marketing good practice across the University.

7. Work closely with other relevant central services to ensure provision of an integrated marketing services to Colleges and Support Services

4. Planning and Organising
Lead the production of plans in conjunction with internal clients for schools/colleges/support services detailing their potential marketing objectives and strategies for the next 1 to 5 years. Projects are influenced by the marketing priorities of the schools/colleges/support services.

5. Problem Solving
Advise University senior management on solutions to specific marketing problems where these solutions may impact on resource allocation.

The majority of decisions will be made independently, within a culture of broad consultation.

6. Decision Making
Make recommendations to University staff on a broad range of marketing activities and projects. Analyse client requirements and formulate research plans.

Prioritise demand from the schools and support services for marketing assistance.

Present advice on the most effective marketing solution, based on sound professional judgement.

Decisions on the best research approaches and methods to meet an internal client’s needs.

7. Key Contacts/Relationships
Engage and influence key stakeholders, including the University’s senior management, to disseminate good practice and develop the corporate marketing function.

Maintain contacts across the higher education sector to identify examples of good practice in support of the University’s marketing objectives.

8. Knowledge, Skills and Experience Needed for the Job
Honours degree with a minimum of 7 years relevant experience in market research and broader marketing.
Functional competence and knowledge of market research and marketing planning techniques.
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.
Excellent analytical and problem solving skills including the ability to generate insights and recommendations from research results.
Strong computer skills, including statistical software to manage and organise information.

9. Dimensions
Provide marketing support across the University; to 21 schools, 3 college offices and the University support services.

Commission, manage and interpret findings on marketing projects involving external suppliers and consultants (eg market research companies, other HE consultants).

10. Job Context and any other relevant information