

Job Description

Post/Job Title:	Senior Brand & Content Marketing Manager (Brand & Marketing)
Ref:	POSN109289
Location including building:	Studland House, Lansdowne Campus
Faculty/Professional Service:	Marketing & Communications
Group/Section:	Brand & Marketing
Normal hours per week:	Full-time
Grade:	8
Accountable to:	Deputy Head of Brand, Content & Channels
Special conditions:	Flexible approach and additional hours may be required to support content coverage at key events.

Job Purpose

The post holder is responsible for leading the strategic development, management, and continuous enhancement of Bournemouth University's brand and content marketing strategy, ensuring the delivery of compelling, high-quality content across all brand marketing and communications channels. This includes oversight of the university's Design, Video & Content Marketing functions, and digital content strategy, working to bring BU's brand to life through engaging storytelling and impactful creative. The post holder also has overall responsibility for the management and strategic development of all BU content channels, including social channels, YouTube, ensuring content is optimised for engagement, reach, and brand impact.

This role collaborates closely with senior managers responsible for domestic and global student recruitment activities, and senior managers responsible for media relations, internal and external communications, ensuring that content marketing efforts support institutional priorities, marketing, recruitment & conversion campaigns, audience engagement, and income-generating activities such as events and outreach.

As a key brand ambassador and guardian, the post holder ensures that BU's brand strategy embraces and contributes towards the university's values and strategic goals, balancing creativity with data-driven decision-making. They also lead on governance and compliance for digital content, ensuring adherence to public sector accessibility standards, consumer protection laws, and CMA guidance for universities.

Main Responsibilities

Content Strategy & Planning

1. Develop and implement a content marketing strategy aligned with institutional goals, ensuring consistency across all brand marketing and communication channels.
2. Lead content planning cycles, including editorial calendars, campaign integration, and cross-channel storytelling.
3. Collaborate with internal stakeholders to align content with broader marketing, communications, and business objectives.
4. Lead on the Social Media Policy and all related marketing communications policies for the organisation, including oversight of all branded channels and proactive liaison with channel owners.

Content Creation & Production Oversight

4. Oversee the Creative Studio (comprising design and video) and the Content & Social Marketing team, ensuring high-quality, on-brand creative delivery for campaigns, digital platforms, and marketing materials.
5. Manage content production workflows, from ideation to execution, ensuring efficiency, quality control, and timely delivery.
6. Ensure the creation of engaging, high-impact content, including articles, reports, video, social media

assets, and multimedia storytelling.

Brand & Channel Management

7. Oversee brand strategy and brand delivery across all touchpoints, working closely with creative teams to uphold visual and verbal identity guidelines.
8. Oversee the institution's owned media channels, including website content, social media, email marketing, and publications, optimising performance and engagement.
9. Coordinate cross-channel content distribution, ensuring maximum reach and effectiveness across digital, print, social, and paid media.
10. Work closely with Campaign Managers on paid campaigns, ensuring that messaging and creative are aligned with owned media content and broader brand objectives.

Audience & Performance Insights

11. Use audience insights and data analytics to refine content strategy, improve engagement, and drive measurable outcomes.
12. Monitor content performance across platforms, leveraging SEO, social listening, and marketing analytics to optimise impact.
13. Create benchmarks and record campaign learnings, ensuring insights are documented and used for future campaign refinement and strategic decision-making.

Stakeholder & Team Leadership

14. Lead and develop a high-performing creative & content team, including writers, designers, video producers, and external partners.
15. Manage agency and freelancer relationships, ensuring content partnerships align with brand strategy and quality standards.
16. Act as a strategic advisor to senior leadership on content marketing trends, innovations, and best practices.

Innovation & Continuous Improvement

17. Champion content innovation, exploring emerging formats, channels, and technologies (e.g., AI, interactive content, immersive storytelling) to enhance audience engagement.
18. Lead on governance and compliance for digital content, ensuring adherence to public sector accessibility standards, consumer protection laws, and CMA guidance for universities across the team, including all relevant training, upskilling and standards development.
19. All Marketing and Communications staff are expected to engage in the wide range of activities undertaken within the department, including evening and weekend events. Restrictions are in place relating to the booking of holiday during times of peak activity (such as Graduation and Clearing).
20. Any other duties as required by the Deputy Head of Brand, Content & Channels..

Organisational Structure

Reports to: Deputy Head of Brand, Content & Channels
Manages: Content Marketing Manager, Social Marketing Manager and Creative Studio Manager
Team: The postholder oversees the Content Marketing team and Creative Studio.

Contacts

Internal: All teams within Marketing & Communications and staff in all departments and faculties at all levels of seniority at Bournemouth University.
External: Digital agency partner, suppliers, freelancers and other agencies.

Information Governance Responsibilities

Data User

- i. Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

Safeguarding and Regulated Activity

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an [offence to apply for](#) and perform the role, if a person is barred from engaging in regulated activity. Further information is available in BU's [Safeguarding Policy](#) and Suitability Statement on the Recruitment and Employment of Ex-offenders.

Additional Information

NB:

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

BU is an equal opportunities employer which values a diverse workforce. The post holder must at all times carry out their responsibilities with due regard to the University's Equality & Diversity Policy Statement.

Our highly skilled and creative workforce is comprised of individuals drawn from a broad cross section of the globe, and who reflect a variety of backgrounds, talents, perspectives and experiences to build our global learning community. Through fused activity, the post holder must have an understanding of and commitment to promoting a global outlook.

All employees have an obligation to be aware of the University's Sustainability Policy, Climate and Ecological Crisis Action Plan, Travel Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmentally responsible manner and inspire students to do the same.

August 2025

Person Specification

Post / Job Title: Senior Brand & Content Marketing Manager	Post No: POSN109289	
School / Service: Marketing & Communications	Date: August 2025	
SELECTION CRITERIA		Essential / Desirable
Knowledge (including experience & qualifications)		
Educated to degree level in marketing or communications and/or significant equivalent relevant experience		E
Strong understanding of content marketing principles, audience engagement strategies, and multi-channel content distribution, with proven experience in a senior content, brand, or digital marketing role (typically 5+ years).		E
Deep knowledge of brand management, storytelling, and maintaining consistency across visual and written content, with experience developing and maintaining brand voice, identity, and integrated marketing campaigns.		E
Awareness of emerging trends in digital marketing, SEO, social media, and content innovation, with hands-on experience using content performance analytics and audience insights to optimise content strategies.		E
Knowledge of key content KPIs, audience insights, and data-driven content optimisation, with a track record of delivering effective content across digital, social, print, and paid media.		E
Experience managing and collaborating with creative teams and external agencies, including understanding and leading design, video production, and editorial workflows.		E
Knowledge of the Further & Higher Education sector and operating context		D
Skills		
Ability to develop and implement content strategies that align with institutional goals and organisational objectives (specifically around student recruitment, brand marketing).		E
Strong people management skills, with experience leading creative teams and cross-functional collaboration.		E
Ability to craft compelling narratives and oversee high-quality content production across multiple formats and platforms.		E
Excellent organisational skills, with the ability to manage multiple projects, deadlines, and stakeholders effectively.		E
Ability to interpret data and insights to refine content strategy and improve engagement, demonstrating an analytical and performance-driven approach.		E
Excellent writing, editing, and proofreading skills, ensuring accuracy, clarity, and brand consistency across all content.		E
Strong interpersonal, communication, and presentation skills, with the ability to engage and influence stakeholders at all levels.		E
Attributes		
Passion for creative storytelling, design, and finding new ways to engage audiences with a creative and innovative mindset.		E
Strong commitment to producing high-quality content that reflects brand excellence & responsibility, with a detail-oriented and quality-driven approach.		E
Comfortable working and leading in a fast-paced environment with shifting priorities and emerging trends, demonstrating adaptability, curiosity and agility.		E
Strong interpersonal & negotiation skills to work effectively with teams, stakeholders, and external partners, fostering collaboration and relationship-building.		E

Ability to problem-solve, take initiative, and drive continuous improvement in content marketing efforts, demonstrating resilience and a solutions-oriented mindset.	E
Self-driven and proactive, with the ability to work independently, take initiative, and be a self-starter in driving content projects forward.	E
Deeply cares for and champions the audience, ensuring content meets their needs, interests, and expectations.	E