

Post/job title:	Marketing Campaigns & Communications Manager
Ref:	POSN109286
Location/Building:	Studland House, Lansdowne Campus
Professional Service:	Marketing & Communications
Group/Section:	Student Recruitment and Campaigns
Normal Hours Per Week:	Full-time (1.0 FTE)
Grade:	7
Accountable To:	Deputy Head of Student Recruitment, Campaigns and Communications
Special Conditions:	Flexible approach and additional hours occasionally required

Job Purpose

The Marketing Campaigns and Communications Manager leads the strategic planning, delivery, and evaluation of integrated marketing campaigns and communications that support Bournemouth University's student recruitment strategy in the UK and international markets. This includes campaign planning across traditional, digital, and social channels, with an emphasis on brand consistency and conversion optimisation.

The postholder will form part of a highly focused team working with responsibility for specific target audiences and other key influencers to ensure effective campaign execution to drive progress towards student recruitment targets. This role will need to work effectively with colleagues from across M&C, academic faculties, professional services and external partners to ensure appropriate brand positioning, that is both compelling and consistent across all marketing and student recruitment activity. These activities will be underpinned by robust measurement and evaluation, with a clear focus on continuous improvement and evidencing outcomes.

This is a strategic role for an experienced campaign manager with a proven ability to lead cross-functional teams, influence stakeholders, and apply data-driven insight to deliver impactful, results-oriented campaigns.

Main Responsibilities

Campaign Strategy, Implementation and Evaluation

1. Lead on the strategic marketing activities to support student recruitment at BU across UK and international markets.
2. Plan and execute integrated marketing campaigns and communications across a range of channels aligned to strategic student recruitment goals, ensuring activity is insight-led, innovative and inclusive.
3. Coordinate campaign activity working in partnership with with digital, content, social and events teams to align brand, content and campaign strategy.
4. Contribute to M&C planning cycles, cross-department initiatives, and strategic development of student recruitment communication.
5. Oversee the delivery and quality of all campaign elements, ensuring brand consistency, appropriate tone of voice and adherence to accessibility across all formats.
6. Lead the planning, allocation and monitoring of budgets for student recruitment campaigns and communications activity. Report on campaign effectiveness using ROI and data insights, and approve expenditure in line with the

University's financial procedures and regulations.

Stakeholder and Team Management

7. Act as a key liaison between M&C and colleagues in Faculties and Professional Services, effectively managing relationships to ensure a coordinated, consistent and strategically aligned approach to student recruitment campaigns and communications.
8. Lead, line manage and develop a team of Campaigns and Communications Officers and a Campaigns and a Communications Coordinator, setting clear objectives and providing coaching, development and performance support to ensure effective and efficient delivery of student campaigns and communications to all target audiences.
9. Collaborate with the Marketing Campaigns and Communications Managers, Schools Liaison Managers, International Regional Managers, and Senior Events Manager to ensure that fair consideration and access is being given to all prospective students, and that service excellence principles are applied and embedded throughout our student recruitment campaigns, events and activities.
10. Act as the key liaison with creative and media agencies to ensure campaign delivery meets timelines, targets and brand requirements.
11. Work closely with M&C colleagues to support the delivery of effective and impactful University open days and external recruitment exhibitions and events for prospective students.

Audience Insights and Innovation

12. Provide expert advice, guidance, briefings and support for staff across the institution, regarding student recruitment trends and behaviour, drawing on appropriate market intelligence.
13. Stay informed of emerging trends, digital innovation, and competitor activity, identifying and implementing opportunities to enhance BU's campaigns through creative approaches, channel mix, and delivery methods.

Governance and Compliance

14. Ensure all marketing activity (including course communications) is compliant with relevant legal and regulatory requirements, including CMA, GDPR, accessibility legislation and safeguarding policies.

Additional Responsibilities

15. Work flexibly, sometimes outside normal working hours, and be prepared for occasional travel to represent BU. Provide support to other BU events (in and outside normal office hours) in line with M&C departmental commitments.
16. Any other duties as required by the Deputy Head of Student Recruitment Campaigns and Communications.

Dimensions

M&C is responsible for the University's strategic marketing & development, student recruitment, brand & creative development, communications and advancement.

The Marketing Campaigns and Communications Manager reports into the Deputy Head of Student Recruitment, Campaigns and Communications.

The Marketing Campaigns and Communications Manager has direct line management for a team of Campaigns and Communications Officers and a Campaigns and Communications Coordinator.

Contacts

Internal: Students, academic and administrative staff across all Faculties and Professional Services

External: Prospective students, external marketing communications agencies, agents, UCAS, alumni, staff from other Higher and Further Education Institutions, and government agencies

Challenges

- Ensuring student recruitment targets are met through strategic marketing.
- Ensuring current knowledge of emerging new and preferred channels to audiences.
- Reaching the target audiences, delivering ROI in a highly competitive and crowded marketplace.
- Raising Bournemouth University's profile and brand in an increasingly competitive student recruitment market.
- Collaborative working with a diverse range of stakeholders.

Information Governance Responsibilities**Data User**

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

Additional Information

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 Dignity, Diversity and Equality 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.

Person Specification

Post / Job Title: Marketing Campaigns and Communications Manager

Post No:

Faculty/ Service: Marketing & Communications

Date: April 2025

SELECTION CRITERIA	Essential / Desirable
Knowledge (including experience & qualifications)	
Educated to degree-level or equivalent, or possessing relevant professional qualifications	E
Significant experience of strategic marketing, communications or HE student recruitment	E
Experience of managing the planning, implementation and monitoring of targeted marketing/communications and student recruitment campaigns to completion	E
Excellent knowledge and experience of online marketing, communications channels and the use of social media to support campaigns and student recruitment activities	E
Excellent interpersonal and influencing skills and demonstrable experience in stakeholder management including those at senior levels	E
Experience of analysing data from a wide range of information sources (both quantitative and qualitative) to produce market intelligence reports and marketing plans underpinned by use of marketing metrics, research and insight	E
Experience of staff management with the ability to motivate, lead and develop high-performing teams	E
Excellent level of IT knowledge and experience using Microsoft Office, CRM systems, digital platforms and virtual engagement tools	E
Experience of budget management	D
Knowledge and commitment to Higher Education and widening participation	E
Skills	
Ability to prioritise a demanding, multi-faceted workload in a pressured environment	E
Skilled in negotiation and influencing colleagues across all levels of an organisation	E
Excellent written communication skills, including preparation of market intelligence reports, advertising copy, promotional material etc.	E
Excellent project management and organisational skills, and the ability to develop & deliver projects and reports within planned timescales	E
Excellent numeracy and analytical skills	E
Excellent presentation and facilitation skills	E
Attributes	
Professional outlook and credibility at senior level	E
Calm approach to problem-solving and ability to think laterally	E
Committed leader with the ability to motivate others	E
Problem solver with results-orientated, creative and innovative approach	E
High levels of personal commitment and motivation	E
Ability to travel and to work unsocial hours as required	E
Commitment to delivering service excellence	E