

Job Description

Position / Job Title:	Marketing Manager (Degree Apprenticeships) (Fixed Term)
Ref:	286
Location/Building:	Studland House
Faculty/Professional Service:	Marketing and Communications
Group/Section:	UK Marketing and Student Recruitment
Duration if Temporary:	Fixed-Term until 31st July 2025
Normal Hours per Week:	1 FTE
	Some flexibility will be required in order to ensure that key time scales and deadlines are met).
Grade:	7
Line Manager Accountable to:	Head of UK Marketing and Student Recruitment Director of Apprenticeships and Skills & Director of Marketing and Communications

Job Purpose

The Marketing Manager (Degree Apprenticeships) post is funded through an Office for Students bid to grow capacity and capability among English higher education providers to deliver high quality degree apprenticeships provision that meet skills needs now and in the future. They also aim to address equality of opportunity in relation to Level 6 degree apprenticeships.

Reporting to the Head of UK Marketing and Student Recruitment and in close collaboration with the Director of Apprenticeships and Skills and staff across all faculties, the post is responsible for successfully marketing Bournemouth University's portfolio of apprenticeship programmes, to grow the number of degree apprenticeships. This will include employer engagement, targeted marketing and recruitment activity, delivery of outreach and information, advice and guidance.

The postholder will ensure the effective provision of focussed marketing support and guidance, driven by market research, business intelligence and strategic marketing insight, informing the full range of activities. An important aspect of this contributing to increasing the equality of opportunity of apprenticeship starts and widen participation on degree apprenticeships.

The Marketing Manager (Degree Apprenticeships) will coordinate available budget and resources to meet agreed KPIs, across a remit spanning all aspects of marketing and recruitment, in particular digital and social media, events, content generation and stakeholder engagement.

The Marketing Manager (Degree Apprenticeships) will be required to play an important strategic and project management role in the delivery of a refreshed and impactful Degree Apprenticeships marketing strategy that will increase the number of apprentices starting on existing provision and encourage growth for the future.

Main Responsibilities

1. Work closely with the Director of Apprenticeships and Skills and Head of UK Marketing and Student Recruitment, and relevant colleagues to align Degree Apprenticeships marketing activities with wider marketing plans.

2. Gain expert knowledge and full understanding of degree apprenticeships to ensure that the university marketing support and guidance is driven by market and competitor intelligence and strategic marketing insight, informing the full range of activities.
3. To increase the number of students on our degree apprenticeships, plan and deliver an impactful Degree Apprenticeships marketing strategy, ensuring appropriate alignment to the organisation wide strategy and objectives.
4. To increase equality of opportunity identifying appropriate marketing strategies and plan to widen participation and apprenticeship starts on degree apprenticeships.
5. Create campaign plans for employer engagement, targeted marketing and recruitment activity, delivery of outreach and information, advice and guidance. Ensuring that the campaign plans can be translated operationally and embedded within the Brand, Communications and Marketing Team.
6. Aligned to the marketing strategy create new materials and briefs that are on brand, on time and to high quality. This includes the creation and enhancement of information about our degree apprenticeship provision on the website and other channels, ensuring it remains accurate, relevant and provides added value in the face of a competitive external environment.
7. Work with the Creative Services Team to develop effective and engaging content for use across marketing channels and campaigns, ensuring brand consistency.
8. Manage all apprenticeships website and other digital content and ensure it meets consumer protection and accessibility compliance requirements.
9. Ensure information about BU's apprenticeships is managed in a manner which supports the University's compliance with legal and regulatory obligations. Audit the accuracy and validity of all relevant content and remain up to date on relevant regulatory guidance.
10. Set up mechanisms for monitoring, evaluating, and reporting on the success of the Degree Apprenticeships marketing activities and seek continuous improvements.
11. Attend meetings and working groups representing Degree Apprenticeships as and when required and actively contribute to discussions.
12. Act as an ambassador for the university, promoting our expertise in Degree Apprenticeships marketing and engage with external organisations.

Contacts

Internal: All levels of staff across all Academic Faculties and Professional Services

External: Prospective and current students, other HEIs and non HE sector organisations and professionals, including apprentice employers.

Challenges

- Relationship building
- Time management

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 bared 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

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.

October 2024



Person Specification

Position / Job Title: Marketing Manager (Degree Apprenticeships)	Position No:
Faculty / Service: Marketing and Communications	Date: October 2024
SELECTION CRITERIA	Essential / Desirable
Knowledge (including experience & qualifications)	
Relevant degree or professional qualification, or equivalent professional experience	E
Professional marketing qualification e.g., CIM or equivalent professional experience	E
In-depth understanding of the degree apprenticeships market	D
An understanding of the key issues in higher education, and awareness of university structure	E
Experience of planning and implementing successful marketing plans	E
Knowledge of the sector, including key sector-wide developments	D
Experience of working at a strategic level, ideally in an account management role	E
Knowledge, understanding and experience of using metrics in the marketing context	E
Experience of using digital marketing and content as part of wider integrated marketing communications campaigns	E
Understanding of CRM and enquiry management processes	D
Experience of undertaking market research	E
Budget management experience	D
Understanding of GDPR, Consumer Protection and accessibility compliance	E
Skills	
Excellent communications and interpersonal skills, with the confidence and ability to build effective relationships at all levels.	E
Strong networking skills and the ability to work confidently with external and internal stakeholders.	E
Excellent planning and project management skills, attention to detail and a focus on results	E
Excellent time management, ability to prioritise and ability to meet deadlines	E
Ability to work on own initiative and as part of a team	E
Excellent IT skills	E
Good presentation skills	E
Line management skills with the ability to motivate, lead and develop people	E
Attributes	
Ability to problem-solve with the skills to deliver creative solutions	E
Customer focused	E
Confident and articulate	E
Ability to prioritise a demanding workload in a pressured environment and meet strict deadlines	E
High levels of personal commitment	E
Ability to persuade and influence	E
Commitment to delivering Service Excellence	E