



## Job Description

<b>Post/Job Title:</b>	<b>Associate Director of Marketing</b>
<b>Ref:</b>	<b>719</b>
<b>Location:</b>	<b>Studland House, Lansdowne Campus</b>
<b>Professional Service:</b>	<b>Marketing, Recruitment &amp; Communications (MRC)</b>
<b>Group/Section:</b>	<b>Marketing</b>
<b>Normal Hours Per Week:</b>	<b>37</b>
<b>Grade:</b>	<b>11</b>
<b>Accountable to:</b>	<b>Director of Marketing, Recruitment &amp; Communications</b>
<b>Responsible for:</b>	<b>All staff in Student Recruitment and Campaigns team</b>
<b>Special Conditions:</b>	<b>Flexible approach and additional hours occasionally required</b>

### **Job Purpose**

The Associate Director of Marketing is a senior strategic role that supports the delivery of the University's BU2035 strategy by strengthening institutional brand and reputation and driving sustainable student recruitment growth.

Working in close partnership with the Director of Marketing, Recruitment and Communications, the role provides strategic leadership for the development and delivery of creative, effective and insight-driven marketing and communications strategies. The postholder plays a key role in shaping and implementing strategic plans that advance the University's objectives in brand, reputation, student recruitment and wider income-generating activity, ensuring delivery is aligned, measurable and responsive to a changing external environment.

The role leads and oversees teams responsible for branding, digital channels and tools, creative content, market research and insight, and marketing strategy, planning and operations, with particular emphasis on complex digital ecosystems, data-led decision making, AI-enabled marketing and evolving search and discovery environments across UK and international markets.

As a leader of people and change, the Associate Director is responsible for building a high-performing, future-ready marketing function capable of responding effectively to rapid shifts in student behaviour, technology, regulation and market competition. The role ensures the delivery of impactful, high-quality, multi-channel campaigns that strengthen brand positioning and deliver measurable impact across the full student recruitment funnel.

The postholder also contributes to strategic marketing and communications planning, departmental operations and staff development, providing senior leadership and professional expertise to support continuous improvement and organisational resilience.

### **Main Responsibilities**

#### **Strategic Marketing & Student Recruitment Growth**

- Lead the development of an integrated student recruitment marketing strategy covering undergraduate and postgraduate portfolios, aligned to BU2035 growth priorities.

- Translate institutional strategy and portfolio ambition into coherent, multi-year marketing strategies that drive top-of-funnel demand, build high-quality recruitment pipelines and improve conversion performance across priority markets and programmes.
- Ensure UK and international student recruitment marketing strategies are evidence-led, market-responsive and adaptable to geopolitical and regulatory change.
- Working in close partnership with the Associate Director of Recruitment, hold shared strategic ownership for the planning and performance of major recruitment outreach and conversion activity (including Clearing, Open Days and Offer Holder Days), ensuring aligned decision-making, strong brand integrity and demonstrable impact against agreed recruitment targets.

### **Brand and Market Differentiation**

- Provide strategic leadership for brand positioning and market differentiation, acting as a senior custodian of the University's brand to ensure consistent, compelling representation across all campaigns, content, digital platforms and owned channels. Lead the evolution of recruitment-focused brand narratives that reflect institutional strengths, social purpose and global distinctiveness.
- Ensure brand and marketing activity is insight-led, measurable and outcome-focused, with clear performance frameworks to evidence impact, manage return on investment and inform future planning. Oversee consistent national and international brand and reputation measures, including league table and reputational performance, and provide clear reporting to senior stakeholders.
- Lead and direct market research, insight and digital communications planning, including strategic oversight of the University's website, social media channels and compelling content creation. Provide strategic direction for editorial, design and digital delivery, ensuring high quality, consistency and value for money across in-house and external provision.
- Act as a trusted strategic adviser to faculties, departments and the University Executive, providing expert marketing and communications counsel to inform decision-making and support institutional priorities.

### **Digital, Data and AI-Enabled Marketing Leadership**

- Provide strategic leadership for complex, digital-first recruitment ecosystems, spanning paid media, search, social, content, CRM, website and conversion optimisation.
- Lead the institution's evolution towards AI-enabled marketing, including:
  - Adoption of AI and automation tools for insight, segmentation and optimisation
  - Readiness for Generative AI search and AI-mediated student discovery journeys
  - Ethical and responsible use of AI, data and personalisation technologies
- Champion a shift from traditional SEO to search experience optimisation, ensuring content and platforms remain discoverable and authoritative in AI-driven environments.
- Embed a culture of testing, performance measurement and continuous optimisation.

### **Leadership, Culture and Change**

- Lead, inspire and manage the work of a multidisciplinary Marketing and Brand team encompassing product marketing, digital communications, creative services, events planning and delivery, and market research and insight, setting clear strategic direction, expectations and accountability to deliver high-quality outcomes.
- Actively lead the function through change, particularly in relation to digital transformation and AI adoption, fostering a collaborative, inclusive and high-performance culture that values innovative thinking, timely delivery and professional excellence.
- Effectively manage the budget for the Marketing and Brand Team to achieve good return on investment.
- Build marketing capability, confidence and digital fluency across the team, investing in future skills and leadership development, as well as liaising with relevant faculties to develop training for team members.
- Ensure recruitment and brand performance is underpinned by robust insight, analytics and audience understanding.
- Define and own performance frameworks, KPIs and reporting that demonstrate contribution to recruitment targets, brand health and return on investment.

### **Institutional Influence and Collaboration**

- Operate as a trusted senior advisor to faculties, recruitment teams and professional services, providing expert marketing advice, challenge and leadership across the institution.
- Attend and contribute to various university committees and groups to provide professional marketing and communications advice and deputise for the Director of Marketing, Recruitment and Communications at an executive level as required.

- Working with Market Research to provide market and competitor analysis advice to influence portfolio development, inform the annual review of fee setting and entry requirements for the university's courses.
- Represent the University externally with credibility, authority and confidence, including with agencies, third party vendors and sector networks.
- Provide clear, actionable performance narratives to senior leaders and stakeholders.

### **Other duties**

- All Marketing, Recruitment 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).
- This is a senior role and the postholder will be expected to represent the department at internal and external meetings and events, which may be off site and out of usual office hours.
- Represent the University in relevant national and regional fora where appropriate.
- Any other duties as required by the Director of Marketing, Recruitment and Communications.

### **Contacts**

**Internal:** All staff across Faculties and Professional Services (including the VC, other members of UET, and members of the University Board)

**External:** Prospective and current students, alumni, BU student union, national organisations and agencies, media, local government, policy makers, businesses and the general public.

### **Challenges**

- Managing stakeholder expectations.
- Anticipating and reacting to change in external markets.
- Raising the reputational profile of the University in competitive target markets.

### **Information Governance Responsibilities**

#### Data User

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

#### Data Owner

i. Ensure relevant Information Governance policies are enforced, and any issues are resolved or escalated to the University Leadership Team (ULT).

ii. Identify and manage data protection risks for their respective data.

iii. Determine and approve the usage / access / retention / destruction requirements.

[Include for all direct reports to Deans of Faculties or Directors/Heads of Professional Services Only]

#### Data Steward

i. Inspect, manage and monitor Information Governance compliance within their area.

ii. Identify and manage data protection risks for the data used within their team/function.

iii. Supervise what data is stored where, in what format and its quality throughout its lifecycle through to its appropriate deletion/destruction.

iv. Ensure access is provided where there is a clear justification and removed when it is not required.

v. Ensure appropriate safeguards are in place to protect data (e.g. physical and technical controls, and local processes and procedures are development, implemented, followed and regularly reviewed).

### **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.

**May 2026**



## Person Specification

<b>Post / Job Title:</b> Associate Director of Marketing	<b>Post No:</b> TBC
<b>School / Service:</b> Marketing, Recruitment & Communications	<b>Date:</b> May 2026
SELECTION CRITERIA	Essential / Desirable
Knowledge (including experience & qualifications)	
Educated to degree level or equivalent, or demonstrable professional experience	E
Proven experience in marketing and/or communications in an organisation of comparable complexity.	E
Proven track record of delivering measurable growth through brand-led and digitally-enabled marketing strategies.	E
Deep understanding of digital marketing ecosystems, performance marketing and audience journeys.	E
Proven track record of senior leadership, with demonstrable success in leading high-performing teams and delivering measurable results within large, complex organisations, including through periods of significant change.	E
Strong commercial and analytical capability, with a proven track record of developing and delivering marketing and communications strategies and associated business plans, using insight to shape strategic direction and investment decisions, monitoring performance rigorously, and delivering measurable results within agreed budgets.	E
Experience of managing and developing a large website and other digital communications channels including multiple social media channels.	E
Experience leading or implementing AI-enabled marketing initiatives or digital transformation programmes.	E
Experience of conveying subject matter concisely and compellingly to audiences with wide ranging degrees of interest and expertise.	E
Experience of leadership and management in a complex organisation, with experience motivating teams to create a high performing, customer focused proactive marketing function	E
Evidence of a strong customer service focus and experience of developing systems to build strong relationships with potential customers, including strong CRM experience.	E
Relevant professional marketing qualification (e.g. CIM, IDM, CIPR) or equivalent.	D
Skills	
Ability to think strategically and develop creative solutions	E
Ability to understand, interpret and appropriately summarise complex issues across a broad range of disciplines, demonstrating political sensitivity and environmental awareness.	E
Ability to produce and implement strategic plans.	E
Initiative, creativity, energy, and enthusiasm, as well as excellent time management and organisational skills, and the ability to work efficiently on numerous projects simultaneously.	E
Ability to advise and influence colleagues at all levels of the organisation, providing compelling arguments for a course of action at a strategic level	E
Ability to provide inspirational leadership for a diverse workforce and to manage and motivate team and individual performance in line with organisational objectives	E
Ability to prioritise a demanding workload in pressured environment, including the ability to delegate as needed	E
Excellent interpersonal skills, including oral and written communication, presentation and networking	E
Excellent planning, organisation and project management skills, including the ability to manage complex multi-stakeholder projects	E
Ability to develop good professional networks and working relationships with a wide range of colleagues and external stakeholders.	E
Attributes	
Personal and professional credibility at senior management level	E
Calm approach to problem-solving, ability to think laterally and exercise sound judgment	E
Professional and results-orientated approach to earn respect and confidence of colleagues at all levels	E

High levels of personal commitment	E
Flexibility to undertake out of hours work	E
Strong commitment to equality, diversity, inclusion and excellent student experience.	E
Innovative and curious, with a strong appetite for experimentation and continuous improvement.	E
Collaborative, resilient and confident operating in complex stakeholder environments.	E