**JOB DESCRIPTION**

**POST: Head of Global Marketing**

**LOCATION: Either UCFB Wembley, London or UCFB Etihad Campus, Manchester, plus opportunity for remote working**

**SALARY: £50,000 – £60,000 per annum depending on qualifications and experience (plus 10% London Weighting allowance if applicable)**

**RESPONSIBLE TO: Chief Operating Officer (GIS)**

**ABOUT US**

**University Campus of Football Business & Global Institute of Sport**

University Campus of Football Business (UCFB) is a world first in sports education. Proudly the UK’s fastest-growing higher education institution since our launch in 2011, UCFB’s campuses are based at the iconic **Wembley Stadium** and **Etihad Stadium**.

In 2020, UCFB launched the **Global Institute of Sport** (GIS), our new destination for Master’s degrees and executive education in the UK, online and at inspirational stadium hubs at **Inter Miami CF Stadium**, **New York’s Red Bull Arena**, **Atlanta’s Mercedes-Benz Stadium**, **Toronto’s BMO Field** and the **Melbourne Cricket Ground** in Australia.

Our collaborations with elite sports organisations allow us to lead the field in producing the next generation of sports graduates. Partners include **The Football Association**, **Kick It Out**, the **League Managers Association**, the **National League** and the **Rugby Football League** domestically, as well as our global hub partners in the USA, Canada and Australia.

**Our award-winning team**

This position for a highly ambitious individual would see the successful candidate join an exciting team that won Best Non-Match Day Use of Venue at the **Sports Business Awards**, Best Sponsorship & Engagement at the **Northwest Football Awards** and was shortlisted for Team of the Year at both the **Marketing Week Awards** and **Times Higher Education Leadership & Management Awards**.

Although the basics of the role are described here, we will be looking for **energy**, **values** and **commitment** to both our organisation and to your career. Our recruitment process will be rigorous and demanding, as will this role within a high performing department. In return, we can offer **honesty**, **integrity** and the **chance to progress** in the organisation as quickly as you develop within it.

**ABOUT YOU**

This role is responsible for the strategy and execution of all UCFB and GIS marketing and communications.

Leading a high-performing Marketing team of 12, including design, digital, communications and video production functions, the role will deliver on the organisation’s aims and objectives for student and brand growth in the UK and other key markets including the US, Canada and Australia.

Areas of responsibility span across the production and distribution of all content through paid and organic channels, including advertising, website management, PR and communications, social media marketing, audio/visual and written content, branding and design, and partnership activation.

The remit of the role spans across the entire UCFB and GIS portfolio, including undergraduate and master’s degrees, executive education and professional qualifications, as well as its growing list of locations in London, Manchester, Miami, New York, Atlanta, Toronto and Melbourne, in addition to its online offering. The post holder will be responsible for spearheading the domestic and international growth of the organisation.

A strong understanding of the global sports industry would be highly beneficial, as would knowledge of the higher education sector and cycle. As an individual they should be entrepreneurial, able to self-manage and be a strong team player.

The role requires the holder to be a proactive and innovative leader in the development and delivery of UCFB and GIS’ marketing strategy in order to ensure the organisation remains synonymous with innovation and quality whilst continuing to expand domestically and globally.

It is a crucial senior leadership role, and will sit on various cross-departmental committees as well as manage business critical relationships with external partners. Therefore a strong ability to build and maintain relationships is also essential.

This is a unique opportunity to spearhead the Marketing team within an ambitious and rapidly growing organisation at the heart of the world’s most exciting industry.

**KEY TASKS**

1. Responsibilities span across the production and distribution of all content through paid and organic channels, including advertising, website management, PR and communications, social media marketing, audio/visual and written content, branding and design, and partnership activation
2. Spearhead the growth and development of the brand in the UK and oversees
3. Strategic planning, budgeting and execution of a multimedia marketing campaign to drive applications throughout the cycle for on-campus and online UK and international undergraduate, postgraduate, executive education and progessional qualification recruitment
4. Develop and executive the organisation’s communications strategy to all stakeholder groups, including email communications and PR
5. Manage all digital content, including the website, social media channels and the wider digital footprint
6. Lead the video production team, from regular impactful social media clips to feature-length thought-leadership and partnership content, and an annual TV advert
7. Oversee the planning and production of all marketing materials, including the prospectuses, magazine, print publications, conversion materials and other assets
8. Analyse and improve the marketing team’s performance across key metrics such as video views, website traffic, conversion rates, social media engagement, and cost per lead of campaigns
9. Manage the relationship with key marketing partners and agencies, and other external organisations for the delivery of marketing campaigns
10. Manage, motivate and develop a team of marketing professionals across multiple functions, including design, digital, communications and video, to deliver the UCFB and GIS marketing and communications strategy
11. Lead on partnership activation from a marketing perspective
12. Act as a point of contact and support resource for major stakeholders, as required
13. Deliver innovative domestic and international marketing campaigns
14. Sit on departmental and company-wide senior management committees to lead the organisational direction and growth

**PERSON SPECIFICATION**

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| **HEI**: UCFB | | **Location:** UCFB Wembley, London or UCFB Etihad Campus, Manchester | |
| **Department:** Marketing & Student Recruitment | | **Responsible To:** Chief Operating Officer (GIS) | |
| **Requirements** | **Essential** | **Desirable** | **Method of Assessment \*** |
| 1. **Qualifications and Training** | Degree level education or equivalent | Master’s degree  Qualifications or training in the sport, education or marketing sectors | 1 & 4 |
| 1. **Previous Work Experience** | Extensive and proven marketing experience  Minimum 5 years of leadership and senior management experience  Proven track record in delivering organisational growth | Experience in sport or higher education in the UK or abroad | 1 & 2 |
| 1. **Specific Knowledge / Skills / Abilities required** | In-depth and cutting edge knowledge of marketing  Technical skills and experience with a website CMS, email marketing software and/or a CRM, project management software and analytics dashboards  An analytical approach to marketing campaigns, with an understanding of ROI analysis  Excellent interpersonal skills. The ability to build strong relationships with senior stakeholders  The ability to work well as part of a team and lead a team, including motivating others  Fast paced problem solving  Excellent communication and willingness to collaborate, listen and seek out the opinion of others  Excellent organisational and time management skills with an ability to work under own initiative and prioritise work effectively  Superb attention to detail  Budget planning and understanding | A passion for and/or understanding of the football and sports industry  An understanding of the UK and/or international higher education landscape and application cycle | 1 & 2 |
| 1. **Motivation / Attitude** | Outgoing and professional  A can-do attitude  Be a “self-starter” with a proven track record of delivering on time and using own initiative  Reliable  A solid team ethic  Commitment to following UCFB and GIS’ ethos and equal opportunities policies |  | 1 & 2 |
| **\*1=Application form; 2=Interview; 3=Test/Presentation; 4=Documentary evidence; 5=Other (Please specify)** | | | |

**Terms and Conditions of Employment Relevant to the Post**

**Job Title:** Head of Global Marketing

**Hours:** 8:30 am – 5:00 pm, full time

**Salary:** £50,000 – £60,000 per annum depending on qualifications and experience (plus 10% London Weighting allowance if applicable)

**Work Base:** Either UCFB Wembley, London or UCFB Etihad Campus, Manchester, plus opportunity for remote working

**Holidays:** 33 days paid holidays, including the usual public holidays in England and Wales

**Benefits:** Christmas/ New Year closure period (10 discretionary days inclusive of bank holidays), cycle to work, Perkbox, birthday off, annual staff events, pension (statutory auto-enrolment scheme), occupational maternity/ paternity pay after qualifying period

**Subject to:**

*Satisfactory DBS check*

*Satisfactory completion of the Probationary period*

*Right to Work in the UK: Compliance with Asylum and Immigration Act 1996 and Immigration and Asylum and Nationality Act 2006*

*Evidence of stated qualifications relevant to the post*

*Evidence of membership of relevant professional bodies as stipulated by the post*

*Not being subject to a Football Banning Order or any lawful prohibition on entering a football stadium in the UK*