



**NORWICH
UNIVERSITY
OF THE ARTS**

**Head of Marketing,
Digital and Brand**

norwichuni.ac.uk



For further information on Norwich University of the Arts and our Community please visit www.norwichuni.ac.uk

We are one of the great British art schools: a specialist creative arts university that draws on 175 years of history, with our focus on the future and the role of creativity in addressing global challenges and opportunities.

We celebrate diversity and believe it to be at the core of any creative endeavour. Whatever your background, identity and prior experience, wherever you are from, we want you to bring your whole self to work each day, in an environment that recognises your unique contribution.

In choosing to work at Norwich University of the Arts, you will join a community of creative academics, technicians and professional experts who are committed to delivering exceptional Creative Arts Education, Research and Knowledge Exchange. You will work in a stimulating and critically engaged workplace, where the creativity of all our students will develop because of your commitment.

We are renowned for our teaching quality. We have been awarded Gold in the Teaching Excellence Framework (TEF) with the highest possible rating. We are the only creative arts and design university with a triple gold TEF rating.

We have been awarded 'Arts University of the Year 2025' by the Daily Mail. We are in the Top 10 for Teaching Quality in the 2022 Sunday Times Good University Guide. We were the highest climber in the Complete University Guide 2023 – the highest-ranked specialist creative arts university outside London and were named University of the Year for Student Retention by the Sunday Times 2020 Good University Guide for the support we offer from pre-enrolment to post-graduation.

You will work in the heart of Norwich. We are proud of our award-winning campus, which has played a pivotal role in regenerating an exciting quarter of the city.

Our 21st century teaching spaces and workshops are housed in renovated buildings with Medieval, Victorian and Edwardian heritage. Norwich University of the Arts won the Outstanding Estates Strategy Award at the 2018 Times Higher Leadership and Management Awards.

In support of its new Strategy, the University has recently acquired a new building in the heart of Norwich. Bank Plain, a former bank, is an additional 37,000 sq. ft of space and an ambitious commitment to being a high profile, civic university championing the creative arts.

Ninety-four per cent of our graduates are in work or further study six months after graduation, and Norwich University of the Arts won a Guardian University Award for Employability and Entrepreneurship in 2019 for our innovative 'gamification' of careers advice. You will find our graduates in key positions across and beyond the creative sector and industries.

There are of course Oscar nominees and BAFTA winners, but also rising stars who are honoured across the creative industries: from D&AD Pencil winners, to emerging fine artists, photographers and fashion designers.

We understand that making career choices requires careful consideration. We hope that as you learn about us you will be inspired by our ambitions for the future.

**Professor Simon Ofield-Kerr,
Vice-Chancellor**

Open Days

Undergraduate courses

Visit us on campus

Acting / Animation and Visual Effects / Architecture / Creative Computing / Creative Technology / Design for Publishing / Fashion / Fashion Communication and Promotion / Fashion Marketing and Business / Film and Moving Image Production / Fine Art / Games Art & Design / Games Development / Graphic Communication / Graphic Design / Illustration / Interior Design / Photography / Textile Design / User Experience Design

Friday 22 September / Friday 13 October / Friday 27 October / Saturday 18 November / Saturday 2 December / Friday 12 January 2024 / Friday 21 June 2024



Katherine Woods
Textile Design



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Find your voice.
at Norwich.

Open Days

Animation and Visual Effects / Architecture / Creative Technology / Design for Publishing / Fashion / Fashion Communication and Promotion / Fashion Marketing and Business / Film and Moving Image Production / Fine Art / Games Art & Design / Games Development / Graphic Communication / Graphic Design / Illustration / Interior Design / Photography / Textile Design / User Experience Design

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Committed to equality and valuing diversity

Norwich University of the Arts is committed to being an inclusive community that offers equality of opportunity and enables our staff and students to flourish and succeed, regardless of their background or personal circumstances.

Our commitment to equality, diversity and inclusion is embedded in everything that we do. We celebrate the diversity of our backgrounds, cultures and actions, promoting art and design as a catalyst of social change.

As such, we are champions for the creative arts; empowering all of our students to be valued and productive members of society, with ambitions to change the world.



A BA (Hons) Film and Moving image Production student setting up in the Sir John Hurt Film Studio

Situated in the historic city centre of Norwich, with an impressive estate that encompasses both historic buildings and brand-new state of the art facilities, the University is a vibrant community that forms the beating heart of the city and region's arts and cultural worlds.

Norwich University of the Arts is seeking an experienced and highly motivated Head of Marketing, Digital and Brand to provide vision and leadership to the Marketing and Communications Team. This is an exciting and brand-new opportunity, provided by an investment in the current structure. You will take a lead role in the development and implementation of our marketing strategy to ensure efficiencies within the team and that new opportunities for growth are utilised.

You will also be responsible for promoting the University's strategic objectives, enhancing its academic reputation, and successfully executing student recruitment goals. You'll work to cultivate an inclusive and innovative culture while translating the institution's values and goals for diverse audiences.

Your key tasks will include leading marketing and communication efforts, including digital marketing, oversight of the University website, campaign management (including major campaigns like Clearing), brand management (both in the UK and overseas), overseeing publications and print materials, and managing the University's external communications, including press and media relations.

The post holder will need to possess a high level of expertise in marketing, brand and communications strategy, with line management experience and the ability to advise senior management. You will have a proven track record in the development and delivery of marketing campaigns.

Head of Marketing, Digital and Brand

37 hours per week for 52 weeks per year, full-time

Salary:

£46,485 - £55,295 per annum, rising to £46,735 - £55,755 per annum from 1st March 2025

Closing date for applications:

20th October 2024 11.59pm

Interviews will be held on:

4th November 2024



Job Description

Head of Marketing, Digital and Brand

Reporting to: Director of
Marketing and Student
Recruitment





Job Purpose

- Provide vision and leadership to develop and implement long-term marketing strategies to grow our market share.
- Utilise the latest multi-channel communication tactics and technologies to deliver effective marketing strategies for student recruitment, research, and innovation to enhance the University's profile across national and international markets.
- Provide strategic direction and leadership to the marketing team and oversee the development of brand, digital, and content strategies.
- Network and collaborate across the University to ensure all campaigns align with our mission, reflect the core values of our brand narrative, emphasise storytelling, and prioritise an audience-centred approach.

Main Responsibilities

- Lead the development and implementation of our marketing strategy, ensuring we make the most of new opportunities available and effective use of content across different platforms. Ensure a consistent strategic approach to content development and lifecycle management, based on data analysis and insight.
- Provide effective, inspirational leadership to the Marketing and Communications Team, ensuring they have the required skills, training, and development to ensure they remain motivated and committed to delivering high-quality, customer-oriented and professional service.
- Manage the use and development of the Norwich University of the Arts brand and corporate identity, engaging and influencing key internal senior stakeholder groups including the Vice-Chancellor's Office, departments, research institutes and professional service departments, ensuring alignment of brand and key messages throughout all print, digital and multimedia channels.
- Working in partnership with IT services, to manage the ongoing development, improvement and maintenance of the Norwich University of the Arts website, based on analytics, user feedback and testing and best practice.
- Lead on the development and implementation of a strategic prioritised approach to channel management and identifying potential new channels to ensure ensuring we optimise our content, to deliver greater customer reach and engagement.
- Work closely with colleagues in Student Recruitment, International and Admissions to ensure a seamless journey for our students through attraction, recruitment and induction. Develop compelling content, ensuring our tone of voice is consistent and on brand, the customer journey is optimised, and that activity is informed by market research and analysis.
- Work in partnership with our Programme areas and Research, Knowledge and Enterprise Teams in the development of departmental marketing plans for undergraduate and postgraduate courses to support the achievement of strategic and operational targets.
- Build and execute a media relations strategy, building relationships and develop stories to raise the profile and reputation of Norwich University of the Arts. Develop and manage implementation of issues management/crisis plan to minimise reputational risk.
- Deputise for the Director of Marketing and Student Recruitment and other senior colleagues as necessary and act as a key point of contact for strategic marketing within the University on committees, working groups and projects as required.
- Ensure all marketing activities and processes are compliant with relevant legislation, e.g. the General Data Protection Regulations, EU Web Accessibility Directive and the requirements of regulations.



Person Specification

Essential

- Educated to degree level or equivalent experience in a similar or related role.
- Proven experience of leading, managing, and developing a team ideally in Higher Education, as well as creating a culture of innovation and a commitment to achieving results
- Significant experience of managing budgets, resources and financial planning.
- Experience of developing and implementing multi-channel digital and marketing strategies to support marketing or sales objectives and reach new audiences, with a data-driven and target-focused approach.
- Significant experience of developing websites, content management systems and optimising content across digital platforms
- Demonstrable experience of utilising quantitative and qualitative data, Google Analytics and reporting tools, to inform future marketing activity.
- Experience of brand strategy, development and management
- Project management and organisational skills, including producing project plans, using project management tools, successfully delivering projects and managing simultaneous deadlines.
- Experience of managing relationships with a diverse range of stakeholders and/or partners
- Team player with excellent organisational, interpersonal and communication skills
- Knowledge and awareness of legal, reputation and web standards compliance regulations and issues
- Experience of working in PR and securing national and local coverage across platforms and building a network of established media and policy contacts
- Excellent written and communication skills to create compelling, creative and persuasive communications.
- Demonstrated ability to use information systems to support strategic planning and deliver data-led practice
- Ability to adopt a pragmatic and risk-based approach to practice
- Ability to think and plan strategically and solve problems creatively
- Ability to work with ambiguity and demonstrate professional judgement.
- Able and willing to work out of office hours (including evenings, weekends and public holidays) if required.
- Prepared to travel in the UK on business.

Desirable

- A professional qualification in marketing, such as CIM Diploma or equivalent
- Ability to use Adobe Creative Suite, particularly Acrobat Pro, InDesign, Photoshop and Illustrator.

Further Information

Equality, Diversity and Inclusion

It is important that our University community supports our policy on equality, diversity and inclusion and that each of us reflects this in the way that we work.

Health and Safety

We are all responsible for helping to make the University a safe and healthy place to work and study, ensuring that we are compliant with our Health and Safety Policy.

Policies and Procedures

We should keep up to date with the University's policies and processes which are usually available on our intranet, reflecting these in the way that we work.

Staff Development

Our performance and development activities include appraisal and development reviews, participation in learning and development, and a personal responsibility to maintain our own subject knowledge.

Confidentiality

We must maintain appropriate confidentiality in relation to our work and that of the University.

Variation to Job Description

We may vary your duties and responsibilities outlined in the job description to reflect the changing needs of the University.



General Information

Terms and Conditions of Appointment

On appointment, you will receive a full statement of terms and conditions for your role.

Duties

Your duties and responsibilities are outlined in the job description

Starting Date

This post is offered on an indefinite basis from October 2024.

Hours of Work

The standard hours of work are not less than 37 hours per week.

Salary

This post is on an incremental salary scale. The salary for this post is Grade 8, which is from £46,485 - £55,295 per annum, rising to £46,735 - £55,755 per annum from 1st March 2025.

Annual Leave

Your annual holiday entitlement will be 22 days rising to 25 days after 5 years' service, plus 8 statutory days (pro rata). In addition, the University may grant 4 or 5 concessionary days leave per year when the University is closed.

Pension

Employees have the benefit of joining the Local Government Pension Scheme, a defined benefit pension scheme which builds up a pension on a "Career Average" salary basis to which the University currently contributes an additional 24.4%.

As a member of the scheme, you would be provided with a secure future retirement income, independent of share prices and stock market fluctuations. There is also cover in the event of early retirement on the grounds of permanent ill-health, redundancy or business efficiency. Plus you have the option, on retirement, to exchange part of your pension for some tax-free cash.

From the moment you join, the benefits of the pension scheme also include life cover and family benefits for partners and children in the event of your death.

As a member of the Local Government Pension Scheme you have the security of these valuable benefits at a relatively low cost to you. You can find out more about the pension scheme by visiting the Norfolk Pension Fund website at <https://www.norfolkpensionfund.org>

Interview Expenses

Reasonable travel and incidental expenses will be reimbursed when agreed in advance in line with the University's Candidate Interview Expenses Guidelines which are available on request.

Offers of Employment

All provisional offers of employment are subject to evidence of eligibility to work in the UK, verification of qualifications, satisfactory references and medical assessment process.

If you are unsure of your right to work in the UK you can use the Gov.uk visa checking tool to establish your eligibility and options relating to visas.

Please be aware that all visa routes have their own eligibility criteria and not all roles/applicants will be eligible for sponsorship under the Skilled Worker visa route

Referees

References will not normally be taken up unless a provisional offer of employment is made. All offers of employment are subject to receipt of satisfactory references covering current or most recent employment and the past three years of work.



Students in the control room of The Sir
John Hurt Film Studio in Boardman House

Application and Recruitment Process

Job Description and Person Specification

Within this pack you will find the job description and person specification for the post for your consideration before you complete your application form.

The Job Description provides information about the main duties and responsibilities for the position. It also explains the purpose of the post.

The Person Specification sets out the experience, skills, abilities and characteristics to perform the duties in the job description.

We recognise that candidates may sometimes not meet all of our requirements. If you like what you've seen so far, we would still like to hear from you.

Application Form

We ask that applicants complete the application form in full and as clearly as possible.

You may, if you wish, submit a CV with your application form. However, we are unable to accept CVs without a fully completed application form.

The application form is the first stage in the recruitment and selection process and is a key element in being short-listed for an interview and the possible offer of a job.

Equal Opportunities Monitoring

As part of our commitment to equality, diversity and inclusion, we monitor the diversity of our workforce and applicants to help us review the effectiveness of our policies and procedures.

To help us with this, we ask that you complete the Equal Opportunities Monitoring section of the application form.

Submission of Application Form

Please submit your completed application form to jobs@norwichuni.ac.uk quoting reference **A1093** in the subject line.

Please note that we can only accept application forms in either PDF or DOC format.

The closing date for this vacancy is:
20th October 2024 11.59pm

We regret we are unable to accept late applications.

Interview Arrangements

Interviews will normally be held on campus.

We will be in touch to let you know if you are shortlisted for interview.

The date of the interview will be:
4th November 2024

Due to the high volume of applications we receive we are unable to provide you with feedback.

If you are shortlisted, we will ask you to provide us with evidence of your eligibility to work in the UK.

We would like to take this opportunity to thank you for your interest in this position and wish you success with your application.

If you have any queries regarding any aspect of the recruitment and selection process, please contact the Human Resources Team by emailing jobs@norwichuni.ac.uk.



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