



UNIVERSITY OF LEEDS

## CANDIDATE BRIEF

Head of Marketing, Research and Innovation



**Salary: Grade 9 (£51,034 – £59,135 p.a.)**

**Reference: CSMAR1050**

**We will consider flexible working arrangements**

## Head of Marketing Research and Innovation

**Can you help bring the impact and significance of our academic research to life, demonstrating the value and impact of Research and Innovation in a leading research intensive University, enhancing our profile and reputation as a global university? Do you have a proven track record of delivering multi-channel campaigns, based on a robust market informed proposition, and in building effective relationships with leading marketing and communications agencies? Are you a persuasive and effective communicator who can influence senior stakeholders building trust and confidence?**

Through this exciting new opportunity you will take responsibility for the effective development and delivery of the Research and Innovation Marketing, Communications and Engagement Strategy. You will maximise our marketing effectiveness and ensure delivery against strategic goals.

You will report into the Director of Marketing Services and be part of the wider Marketing team but will have strong links, and need to develop effective working relationships, with the Communications, Alumni & Development and International teams and with the Research and Innovation Service.

### What does the role entail?

As Head of Marketing, you will be responsible for:

- The development and delivery of the University's Research and Innovation Marketing, Communications and Engagement Strategy, a key element of which is to appropriately balance support for both new income award growth and broader profile and reputation raising amongst key stakeholders and audiences;
- Effective integrated co working with the wider Marketing team, and in particular faculty based Heads of Marketing, together with the Communications, Alumni & Development and the International teams to support agreed objectives and delivery of the strategy, a key element of which is to ensure effective cross functional working designed to balance business as usual promotion, highly targeted stakeholder engagement and broader profile raising activity;
- Developing a highly effective relationship with both the institutional Research and Innovation leadership team and faculty Pro Deans (Research & Innovation). You





will provide insight and direction for these stakeholders to guide the development of our Marketing and Communications support using intelligence gained from both horizon scanning and effective planning of forthcoming activity;

- Leading the delivery of a cohesive portfolio of marketing and promotional activity across all channels and designed for key audiences groups, designed to showcase the value and significance of research and innovation output from the University, to build profile and reputation of Leeds as a Global research-intensive university;
- Ensuring all promotional and marketing led activity is appropriately balanced with highly targeted stakeholder engagement, working with colleagues in Public Affairs and Media Relations to ensure we deliver integrated activity;
- Leading a step change in the way in which the University demonstrates and communicates the impact of its research, including utilising the Research Excellence Framework (REF) case studies to evidence our societal impact immediately after the REF outcomes are published;
- Overseeing production of high quality Research and Innovation marketing collateral (both print and digital, including video) and content for external facing web pages aimed at the Research and Innovation audiences. Ensuring effective integrated co-working with Communications and Alumni colleagues to maximise our capacity and capability to produce high quality Research and Innovation content;
- Leadership and direct line management of a small team and effective leadership, engagement and management of external marketing agency support;
- Providing marketing representation and expertise in relation to the wider strategy and representing the University marketing team on internal and external networks as required by the role;
- Managing the marketing budget, ensuring all activity delivers value for money, evaluating activity to ensure effective return on investment.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade or post.

## **What will you bring to the role?**

As Head of Marketing, you will have:

- Significant experience of developing and implementing marketing strategies within a complex organisation;



- A track record of leading and delivering major integrated marketing and communications activity in a scientific or research-led organisation;
- Strong project management and marketing technical skills to ensure highly disciplined, professional delivery;
- Experience and thorough understanding of how to integrate internal and external communications and engagement working with experts in Public Affairs and/or Media Relations to ensure fully integrated Marketing, Communications and Engagement plans;
- Strong, confident leadership skills and experience at a senior management level;
- Proven ability to lead, motivate and coach a diverse team;
- Ability to build highly effective working relationships with a range of senior internal stakeholders, with proven ability to influence at all levels across an organisation;
- Ability to bring people together and create effective cross functional teams;
- Demonstrable ability to be resilient in challenging circumstances and with a positive and proactive approach to achieving change;
- Thorough knowledge and understanding of the Higher Education research and innovation landscape.

You may also have:

- Membership of the Chartered Institute of Marketing (CIM) or equivalent.

## How to apply

You can apply for this role online; more guidance can be found on our [How to Apply](#) information page. Applications should be submitted by **23.59** (UK time) on the advertised closing date.

## Contact information

To explore the post further or for any queries you may have, please contact:

**Karen Innis, Director of Marketing Services**

Tel: +44 (0)113 343 8479

Email: [k.innis@leeds.ac.uk](mailto:k.innis@leeds.ac.uk)



## Additional information

### Working at Leeds

Find out more about the benefits of working at the University and what it is like to live and work in the Leeds area on our [Working at Leeds](#) information page.

### Candidates with disabilities

Information for candidates with disabilities, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at [disclosure@leeds.ac.uk](mailto:disclosure@leeds.ac.uk).

## Criminal record information

### Rehabilitation of Offenders Act 1974

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.

