

**MARKETING MANAGER  
NIHR RESEARCH DELIVERY NETWORK COORDINATING CENTRE**



**Salary Grade: 7**

**Reporting to: Digital Marketing Lead**

**Reference: MHNCC1574**

## **MARKETING MANAGER**

### **Reports to: Digital Marketing Lead**

#### **Overview of the Role**

The University of Leeds has been chosen by the UK government to lead the National Institute for Health and Care Research (NIHR) Research Delivery Network Coordinating Centre (RDNCC), and will be joined by 12 new Regional Research Delivery Networks (RRDNs), hosted by NHS organisations across the country to form the NIHR Research Delivery Network (RDN). The new NIHR RDN will operate as one unified organisation across England, balancing regional context, expertise and leadership with national coordination and strategy involving government policymakers. The RDNCC will work across England's health and care system, with staff in all settings, to support the effective and efficient initiation and delivery of research.

You will be responsible for executing activities to support RDN marketing plans and business development activities as guided by the Digital Marketing Lead. You will generate ideas and develop compelling content with subject matter experts and run marketing campaigns through appropriate digital and media channels.

You will work collaboratively with colleagues within the RDNCC and, as required, across the RDN and the University of Leeds, and with external stakeholders in a host of settings. You will support the operational delivery of the organisation-wide shift in ways of working and culture that is required to ensure the network functions as a single organisation with a shared purpose and vision across England, as well as mutually supporting colleagues through the period of transformation and beyond.

This role may require some national travel.

## **DUTIES AND RESPONSIBILITIES**

### **Common duties and responsibilities for RDNCC Grade 7 roles**

Ensure the effective coordination and delivery of key activities and projects within the function in line with organisational policies and priorities.

Support the management and coordination of the function's resources and provide input into the function's service improvement plans and strategic objectives.

Providing operational oversight, support, and professional expertise, both within the team and to stakeholders.

Producing high quality plans, briefing documents and/or reports for stakeholders and decision makers and/or for project or programme boards, including the analysis and presentation of data and management information.

Working collaboratively with RDNCC colleagues and stakeholders across the RDN and NIHR and the University of Leeds and externally, facilitating discussions and actively participating in groups and meetings in order to influence discussions, events and opinions to achieve operational objectives.

Make independent decisions, advise colleagues and senior leadership and lead or proactively input into service improvement initiatives to support the achievement of operational objectives and future direction. Identify opportunities, risks and optimal solutions to problems, analysing options and considering precedent to determine the best course of action.

Demonstrating personal leadership in terms of being focussed, flexible, professional, motivated and personally effective.

### **Duties and responsibilities specific to this role**

1. Implement marketing strategies and plans, to prescribed deadlines, for a range of projects that are aimed at a variety of audiences, using internal and external channels including: website, social media, email marketing, media relations, SEO.
2. Generate ideas and suggestions for translating complex information about RDN's services and NIHR activity into clear, compelling content which conveys targeted marketing messages to a range of stakeholders including the life sciences industry and charitable sector.
3. Collate and organise relevant measurement and metric data to support the evaluation of the impact and reach of marketing activities and campaigns.
4. Provide an appropriate and consistent standard of marketing support to the Business Development team and NIHR RDN Setting and Specialty Leads, working within time

and budget constraints, and sense-checking activities are in line with RDN and wider NIHR objectives, strategies and branding guidelines.

5. Work with the Events and Marketing Officer to: ensure a strong presence of campaign and project messaging at external events and exhibitions, both digital and face to face; and to actively seek new event-based opportunities to reach target audiences.
6. Commission work from external suppliers to support planned campaigns, ensuring that use of resources represent value for money and are properly accounted for, and using initiative to resolve any issues that may arise.

### **Other duties**

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 of the post.

## **KNOWLEDGE, SKILLS, AND EXPERIENCE**

### **Essential requirements for all RDNCC grade 7 roles**

- The ability to support organisational change and transformation programmes in a positive and proactive way, and to provide mutual support and motivation to colleagues through substantial organisational and cultural change.
- The ability to develop operational plans that will support delivery of objectives and priorities.
- Creative, flexible, and self-motivated with the ability to work and deliver to deadlines and manage competing priorities.
- The ability to work collaboratively, with evidence of successfully developing and maintaining effective working relationships with colleagues and stakeholders at all levels.
- Communication and interpersonal skills with the ability to articulate priorities and effectively engage and influence others.
- The ability to effectively analyse problems and data to present solutions and information in a meaningful way to a diverse range of decision makers and stakeholders.

### **Essential requirements specific to this role**

- Recognised marketing qualification and experience of marketing services in a business to business setting.

- Ability to demonstrate a range of traditional and digital marketing communications core skills and knowledge including copywriting, print production, case study development, thought leadership, social media marketing, media relations, Search Engine Optimisation (SEO).
- Evidence of generating campaign and content ideas through to the planning and delivering successful multi-channel digital marketing campaigns.
- Experience of using marketing platforms and software including website Content Management Systems (CMS), social media planning tools, Customer Relationship Management (CRM) systems, design and desktop publishing software (e.g. Adobe InDesign) video and audio editing (e.g. Adobe PremierPro).
- Experience of delivering sponsored social and PPC campaigns and digital webinars and events.

## **Additional information**

### **NIHR Research Delivery Network**

The National Institute for Health and Care Research (NIHR) is funded by the Department of Health and Social Care (DHSC). NIHR works in partnership with the NHS, universities, local government, other research funders, patients and the public. The NIHR funds, enables and delivers world-leading health and social care research that improves people's health and wellbeing and promotes economic growth. NIHR is a major funder of applied health research in low and middle-income countries. Further information on the NIHR can be found at [www.nihr.ac.uk](http://www.nihr.ac.uk).

As part of NIHR, the Research Delivery Network (RDN) supports the effective and efficient initiation and delivery of funded research across the health and care system in England for the benefit of patients, the health and care system and the economy. The scope and purpose of RDN is to support:

- Clinical trials and other well-designed health and social care research studies (including studies that are delivered outside of an NHS setting).
- Public health studies that require the recruitment of individuals within an NHS setting (that is, acute, ambulance, mental health, community, or primary care) or an episode of care which involves contact with the NHS.

The whole of England will be supported through 12 NIHR Regional Research Delivery Networks (RRDNs). The RRDNs will work with the national Research Delivery Network Coordinating Centre (RDNCC) to provide a joint RDN leadership function so that the NIHR RDN as a whole functions as a single organisation with a shared vision and purpose across England.

The University of Leeds is the provider of the RDNCC, working with and on behalf of DHSC. The University will be the employer for this role.

### **University of Leeds**

#### **Inclusion**

At the University of Leeds, we are committed to providing a culture of inclusion, respect and equity of opportunity that attracts, supports, and retains the best students and staff from all backgrounds. Whatever role we recruit for we are always striving to increase the diversity of our community, which each individual helps enrich and cultivate.

#### **Information for disabled candidates**

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

## **Criminal record information**

### **Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975**

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.

Any offer of appointment will be in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

### **Working at the University of Leeds**

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