



UNIVERSITY OF
LINCOLN

UNIVERSITY OF LINCOLN JOB DESCRIPTION

JOB TITLE	Marketing Manager (Industrial Contracts)				
DEPARTMENT	Research & Enterprise				
LOCATION	Brayford Campus				
JOB NUMBER	EL1079	GRADE	7	DATE	December 2018
REPORTS TO	Business Development Manager				

CONTEXT

We are a university looking to the future where we serve and develop our local, national and international communities by creating purposeful knowledge and research, confident and creative graduates and a dynamic and engaged workforce. We will achieve this through a culture of enterprise and innovation.

Research & Enterprise is a central professional support department which works with staff (across the whole university), industry (private, public and third sector), external partners (e.g. Local Enterprise Partnership, Midlands Engine etc.), students and graduates to drive:

- An increase in the quantity & diversity of external income & contribution through research, educational and consultancy activity
- A dynamic research environment
- Increased levels of graduate employment and progression
- Innovation & productivity levels throughout our region.

We use all these elements together and separately to build wide and deep external partnerships, further developing our role as an 'active anchor institution'.

JOB PURPOSE

The University is seeking, in line with its financial strategy, to diversify its income portfolio and increase the resilience of its finances, enhancing capacity to undertake its social and public mission for the benefit of society. The success of this post will be measured by an increase in industrial (public, private and third sector) contracts income (turnover) and contribution (profit).

We believe there is a particular opportunity related to growth in educational contract activity. The delivery of a strategy and process to increase the quantity and quality of our educational contract income (excluding Degree Apprenticeships) is a vital part of the next stage of this. We believe there is significant potential to increase our activity in this area, i.e. the provision of long- or short-term courses or validation of courses for organisations for the expressed purposes of the needs of the industrial partner (public, private or third sector). These contracts would normally be obtained through a tender, bidding or direct negotiation process with the industrial partner (public, private or third sector).

This post is responsible for the development and implementation of the marketing plans to

deliver our vision for industrial contracts growth. The post holder will support activity across all Colleges (Science, Social Science, Arts and the Lincoln International Business School) at the University, with a particular focus on supporting a cross-College, multi-disciplinary, approach to enable greater success in securing significant scale industrial contracts.

KEY RESPONSIBILITIES

Planning & Development

To be responsible for developing and implementing a marketing & communications plan to drive growth in industrial contracts (particularly focused on educational contract activity), including:

- Development of an initial marketing communications plan (and to annually refresh) incorporating B2B and B2C activities to meet University objectives. Communications will incorporate direct marketing, database management, relationship management, advertising planning, media buying and identifying PR opportunities
- To develop, project manage and ensure the delivery of a targeted events plan, including managing University attendance at exhibitions, conferences and trade shows. To be responsible for reviewing the effectiveness of such events and ensuring a continuous improvement process
- Managing the day to day briefing and supervision of external agencies, including design and new media. Negotiating terms and ensure they have a clear understanding of the University marketing strategy and communications requirement whilst delivering to agreed budget
- Responsibility for managing all relevant marketing related budgets, ensuring the maximum effectiveness of these delegated resources

To integrate industrial contracts marketing activity across the whole Research & Enterprise Department - linking to colleagues in the Communications, Development & Marketing Department - to provide a high-quality customer support service to drive activity across and within the University's four Colleges (Arts, Science, Social Science and the Lincoln International Business School).

To establish and develop effective relationships with the four University Colleges and other professional support departments (particularly Communications, Development & Marketing) promoting a co-ordinated approach to marketing across the University.

To promote all business services related to the delivery of industrial contracts growth, but with a particular focus on educational contracts.

To undertake research in the local and national industrial community and to identify potential partners (private, public and third sector) with whom the University can form strategic relationships and generate bespoke products to the mutual benefit of both organisations.

To design and conduct market research and analysis in order to identify market requirements for current and future products lines and to prepare and present regular reports on marketing activities and potential NPD opportunities. The outcomes of this market research will inform and drive the industrial engagement strategy for the department and other business facing areas of the University.

To provide expert marketing support to the whole Research & Enterprise Department (particularly the Business Development Manager (Educational Contracts)), supporting the development of an effective cross-department industrial engagement marketing strategy.

To deliver regular reports to the senior leaders of the University to inform strategic direction of the institution, this includes the analysis of complex data and information, ensuring that this is interpreted and presented to allow the discussion and development of wider University industrial strategies.

Implementation

To manage the introduction of this new function and to create appropriate relationships with colleagues across the University to underpin the emergence of an industrial marketing strategy which will develop new income streams for the University in line with its future agenda. This will include:

- Ensuring expert knowledge of SMEs and larger businesses (public, private and third sector) and their needs and the ability to identify where the University can meet these needs
- Developing excellent communication links to influence senior managers
- Developing and maintaining excellent relationships with the local and national industrial communities
- Ensuring an expert awareness of the UK industrial environment
- Ensuring expert database knowledge and management of a CRM approach which will drive new business and income to the appropriate areas of the University.

To provide appropriate briefing and training sessions for College and Research & Enterprise staff on the industrial environment and opportunities around partnerships, new product streams and new potential areas of income.

To work closely with College colleagues to ensure that activities and information is relevant and accurate and in line with University and College objectives and priorities.

To represent the University at internal and external meetings and events as appropriate and ensure that the University marketing complements the objectives of these groups.

To manage the production and distribution of all relevant point of sale material in line with marketing campaigns, to include;

- production of publications and preparing copy across all mediums (adverts, web, radio, PR, social networking, direct marketing, brochure, flyer and mail shots)
- proof reading

Networking and Liaison

To build stakeholder and customer relationships, to include identifying prospects.

To communicate effectively at all levels across external organisations and assist in driving the sales and business development process.

To work closely with the College business development teams to manage the transfer of prospective relationships at appropriate times.

To be proactive in identifying opportunities for cross team/department working

To lead and maintain relationships/networks with relevant industrial partners that will drive increased levels of income & contribution.

To build on existing networks and relationships in order to further the departments aims

In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.

ADDITIONAL INFORMATION

Key working relationships/networks	
Internal	External
<ul style="list-style-type: none"> • Business Development Manager (Educational Contracts) • College educational & consultancy contract leads • Research & Enterprise Leadership Team • Research & Industrial Partnerships Team • Business Start-up & Growth Team • College Business Development Managers • Central University marketing team 	<ul style="list-style-type: none"> • Industrial (public, private & third sector) leaders locally and nationally • Partner organisations (e.g. Chamber of Commerce, FSB, local professional service providers etc.) • Private sector professional services providers • Director Lincoln Science & Innovation Park • Appropriate professional bodies



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UNIVERSITY OF LINCOLN PERSON SPECIFICATION

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Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) Presentation (P) References (R)
Qualifications:		
Graduate degree, or equivalent experience, in a related subject	E	A
Relevant professional qualification	D	A
Experience:		
Devising marketing & communications plans	E	A/I/P
Implementing operational marketing plans	E	A/I
Undertaking and disseminating market research	E	A/I/P
Managing external suppliers of marketing services	D	A/I
Managing relationships across a complex organisation	D	A/I
Revenue generation and targeted sales performance	E	A/I
Developing and managing budgets	D	A/I
Skills and Knowledge:		
Proven skills in developing strategic approaches to business services marketing	E	A/I
Strategic marketing planning skills	E	A/I
Proven skills in communication and design planning with respect to developing marketing plans	E	A/I
Negotiation skills and the ability to influence	E	A/I
Ability to develop networks and build relationships	E	A/I
Competencies and Personal Attributes:		
Highly organised and able to prioritise workload	E	A/I
Innovative	E	A/I
Results driven	E	A/I
Ability to work on own initiative	E	A/I

Essential Requirements are those, without which, a candidate would not be able to do the job. **Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

Author	AS	HRBP	SP
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