

Head of Marketing and Events

Number of vacant posts:	1
Department:	Communications, Marketing and Recruitment
Grade/ Salary:	Grade 9
Contract Type:	Permanent
Hours:	35 per week
Location:	New Cross, London

Goldsmiths, University of London is a world-leading centre of educational excellence where ground-breaking research meets innovative teaching and thinking. We're looking for inspiring and talented people to help build on our global reputation while also growing personally in a true learning organisation.

As a college we are working to tackle inequality in all its forms and are working to promote equality on grounds of race, disability, age, sex, gender identity, sexual orientation, religion and belief, marriage and civil partnership, pregnancy and maternity, and caring responsibilities. We are keen to attract candidates from diverse backgrounds who share our commitment to creating an inclusive culture in which all students and staff can thrive.

Information for candidates with disabilities can be found on our [Disability & Individual needs](#) page. We are happy to supply information in alternative formats for disabled applicants. Goldsmiths is committed to creating an inclusive and accessible working environment for all staff. If you would like to access confidential advice or guidance in relation to workplace reasonable adjustments, adjustments to the recruitment or selection process, or flexible working arrangements please contact hr@gold.ac.uk



Passionate about advancing equality
and celebrating diversity.
Together, we are different



Together
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Communications, Marketing and Recruitment

The Communications, Marketing and Recruitment team plays a central role in telling the Goldsmiths story to our key audiences. Our Communications, Marketing and Recruitment Strategy is aligned to four institutional objectives (a distinctive academic portfolio and approach to teaching and learning; research engaged in real world problems; promoting Goldsmiths as a cultural hub; preparing students for the future job market).

The team covers internal communications, media relations, strategic communications, brand and design, digital (website, video and social media), marketing, business partnering, UK and International recruitment. Colleagues are encouraged to be ambitious, committed to the learning and development of themselves and others, keen to work across conventional boundaries, and driven by the desire to play their part in the delivery of an excellent student, colleague and external audience experience.

Job Description

Reporting to: Director of Communications, Marketing and Recruitment

Reports: Events Manager x 1, Marketing Manager x 2

Summary:

This is key leadership position within our college for both our marketing activity and events, designed to attract the right number of well-qualified students to Goldsmiths.

The team delivers a marketing strategy that strongly contributes to renewal and growth of our student community. You will lead a successful and dynamic team that creates and delivers the necessary marketing collateral including, but not exhaustively: digital activity including PPC adverts and listings, advertising, film production, course information, prospectuses, promotional materials and content for CRM. They are also responsible for all aspects of the organisation and delivery of a range of vital recruitment events and other special occasions, including graduation ceremonies.

Main duties:

- Provide effective professional leadership and management of the Marketing & Events team, including effectively planning and managing allocated budget/s to ensure best value for money; determining and evaluating individual priorities and developing integrated operational plans;
- Lead the development of the Marketing & Events Strategy, which supports the overall institutional strategy. Use research insights, data and systems to drive deep customer

understanding and ensure all student strategies are designed with audience focused with the consumer at their heart. Develop operational plans which support this strategy.

- Work closely with the Director of Communications, Marketing and Recruitment in the delivery of their accountabilities for effectively delivering an effective and successful marketing and events strategy.
- Coordinate the delivery of high-profile, institution wide events for Goldsmiths which support this strategy including UG/PG Open Days, Applicant Days, Graduation Ceremonies, and other high-profile events
- Work closely with colleagues in the Communications, Marketing and Recruitment Team to manage and provide support for corporate event
- Develop a sector leading student marketing function that takes advantage of new technologies and delivers exciting and impactful recruitment campaigns
- Lead the process of marketing new academic courses at Goldsmiths, ensuring that new programmes are launched effectively and in a coordinated manner, including the delivery of any recruitment events required
- Ensure that all marketing collateral is high quality and follows brand guidelines
- Understand the various data requirements of Goldsmiths and ensure that data outputs for events and marketing activities are produced in a timely manner and appropriate format, including tracking students from point of enquiry and recruitment through to graduation and post-graduation activity;
- Oversee GDPR-compliant capture of potential student leads through enquiries, event registrations and other sources such as UCAS conventions and the use of this information to promote recruitment events, deliver direct marketing and recruitment campaigns
- Ensure marketing activity is planned in line with directorate planning tools and work is reflected in the Communications, Marketing and Recruitment team grid
- Own, develop and contribute to the relevant policies, processes and ways of working to support successful content production, communications and campaigning planning and delivery
- Provide insight and data to strategic communications team which will inform communications and campaign planning, reporting, evaluation and optimisation
- Provide training and support for the communications business partnering team to aid their day-to-day work with internal stakeholders
- Act as the service leader for performance marketing channels and associated advertising campaigns
- Manage procurement processes for external advertising, media and data agencies and suppliers;

- Lead on the digital developments within student marketing and approach the production and development of the team's work within a digital first approach;
- Identify new opportunities for technology and marketing channel developments

General duties

- To deputise for the Director of Communications, Marketing and Recruitment
- Act as trusted advisor to the Director of Communications, Marketing and Recruitment and other senior colleagues at Leadership Group and SMT level
- Provide leadership to the wider Communications, Marketing and Recruitment team and participate fully in the C&E leadership team acting as senior role model
- Build relationships across the college community and build wider partnerships within the sector
- In addition, you will be required to undertake any other duties as may reasonably be required
- At all times to carry out your responsibilities with due regard to the College Code on Equality and Diversity/Dignity at Work Policy
- At all times to help maintain a safe working environment by attending training as necessary and following the College's Health and Safety Codes of Practice and Policy

Person Specification

The Essential criteria sections show the minimum essential requirements for the post, therefore if you cannot demonstrate in your application you meet the essential criteria categorised below, you will not be short-listed for interview. The Desirable criteria sections show attributes which would enable the applicant to perform the role more effectively with little or no training.

ID 007	Essential Criteria 1 - Qualifications
	First degree or equivalent experience.
	Evidence of professional development in relevant area.
	Essential Criteria 2 - Experience
	Experience of working in a communications, marketing or creative setting
	Experience of writing content with impact for a range of purposes/ audiences
	Experience of working with a range of stakeholders across all levels
	Experience of supporting the development and implementation of communication strategies
	Desirable Criteria 1 - Experience
	Experience of working in a higher education setting

	Essential Criteria 3 – Knowledge
	Understanding of the contribution effective student communications has on the wider student experience agenda
	Essential Criteria 4 - Skills
	Excellent verbal and written communication skills
	Collaborative, flexible and proactive approach to work
	Ability to apply creativity and innovation to working practice
	Ability to work independently and as part of a team
	Ability to produce content at pace, to tight deadlines
	Ability to solve problems
	Ability to present data and insights in an engaging manner
	Excellent IT skills across Microsoft Office suite and a willingness to learn new packages as required
	Excellent proof reading skills
	Essential Criteria 5 - Other
	Experience of proactively advancing equality for diverse student and / or staff communities (for example, people of colour, disabled people, people of diverse faith backgrounds, LGBTQ+ people and other marginalised groups).

Summary of Benefits

If you choose to work with us, you'll become part of a learning organisation that is committed to professional and personal development, with comprehensive and innovative staff development and wellbeing programmes.

You'll also have access to frequent lunchtime and evening talks, seminars and performances, and annual performance and development reviews.

Our other benefits include:

- Competitive salary
- Working in Zone 2, with fantastic transport links and interest free travel to work loans
- Excellent annual leave entitlement plus additional closure days at Christmas and Easter
- Membership of USS or LPFA pension scheme, dependent upon grade
- Maternity, paternity, shared parental leave and adoption leave and pay
- Contractual sick pay provision
- Access to an Employee Assistance Programme, offering 24/7/365 confidential and free advice, support, and information service on a range of personal, family, or work-related matters.
- Free eye tests
- Cycle to work scheme
- Wellbeing initiatives including the Chaplaincy and Staff Choir
- On-site [dining facilities](#)
- Access to [University of London facilities](#) such as [Senate House Library](#)

Further information

For more information about Goldsmiths, please visit: www.gold.ac.uk/about

Thank you for your interest in working with us, we wish you all the best with your application.