

University of London Job Specification

Job Title: Senior Digital Campaigns Manager

Department: Strategic Communications and Marketing

Level: Level 08

Job Purpose:	Working with the Associate Director of Marketing, the Senior Digital Campaigns Manager will develop and deliver the data-driven paid media digital strategy for acquisition and brand awareness across key business areas. The post holder will act as a key contact with university business areas to develop data-driven, integrated marketing campaigns, maximising first party data for each business unit and managing the roadmap of activity and budget for our digital marketing platforms and channels. The post holder will advise on the most effective use of the UoL website for student recruitment to improve the effectiveness of paid campaigns, and will work with key stakeholders to support the university's brand narrative as the leading international provider of distance learning. Working closely with agency partners and platforms, the Senior Digital Campaigns Manager will be responsible for developing and refining the campaign strategy and embedding best practice across activity with a focus on ROI. This role provides regular reporting, analysis and insights into campaign performance for colleagues and senior leaders to use to support strategy and delivery. This role manages a team of one Digital Campaigns Manager.
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1. Manage the delivery of the work of the Digital Campaigns Manager, providing guidance on appropriate development.
2. The post holder will work with colleagues in relevant departments to support the University's overall acquisition strategy.
3. The post holder will work with the Creative Services team, and freelancers or agencies when required to develop engaging advertising assets, videos and copy.
4. The post holder will work closely with the Digital team to ensure advertising and conversion tracking is set up, working correctly, and compliant with privacy regulations.
5. The post holder will be the key contact for the integration of the customer relations management system with paid campaigns activity.
6. The post holder will monitor and analyse the performance of student acquisition activity against enrolment as well as revenue generating activities against targets.
7. The post holder will use this analysis to provide regular reports on paid activity to UoL stakeholders. This will include developing and refining dashboards and reports. The post holder will be expected to demonstrate effective ROI on all marketing activity.
8. Working with the Associate Director of Marketing, and internal stakeholders, develop a culture of continuous improvement, mapping the delivery of student recruitment and revenue generation against targets and reviewing the campaigns plans against performance on a regular basis.
9. Working with the Associate Director of Marketing to propose an agreed budget, managing that budget and allocating it against activities to achieve objectives.
10. Following the organisation's financial guidelines for purchasing and procurement, monitoring expenditure against budget.
11. The post holder will participate in agency procurement as needed.
12. To make themselves aware of and follow all applicable University policies
13. To maintain an awareness and observation of fire and health and safety regulations
14. Any other duties consistent within both the grade and scope of the post
15. Any other duties reasonably required of the post holder by the reporting manager.

Reports to:	Associate Director of Marketing
Direct reports:	Digital Campaigns Manager

Person Specification

EDUCATION & PROFESSIONAL QUALIFICATIONS

- Educated to degree level or equivalent professional experience

Desirable

- A relevant professional marketing qualification/membership of a professional body.
- Platform-specific qualifications eg. Google Ads, Meta, LinkedIn.

Experience and personal qualities

Essential:

- A sound technical knowledge of campaign management and digital advertising platforms (paid search, paid social, programmatic display etc), analytics, and tag management.
- A demonstrable understanding of contemporary digital marketing and the role of the specific channels in acquisition and brand building.
- Demonstrable experience of delivering successful multi-channel international marketing strategies to deliver sales performance and support the development of international brands.
- Demonstrable experience of holding responsibility for substantial marketing budgets and an understanding of financial management procedures.
- Strong agency management skills.
- Extensive understanding of the use of CRM systems to deliver lead generation and sales growth.
- An understanding of e-mail marketing systems.
- Experience of leading an effective team.
- Strong team player that is able to work effectively across the organisation with a high level of tact and diplomacy.
- The ability to distil advertising insights and complex technical procedures and summarise these to communicate them to a range of audiences, including experience of developing and maintaining dashboards.
- Excellent organisational and project management skills, including the ability to prioritise own workload to meet deadlines.
- Proactive, responsive and flexible in relation to meeting needs of external and internal customers.

Desirable:

- Experience of working in complex stakeholder environments

Technical knowledge and skills

Essential:

- An in depth understanding of marketing on an international basis with particular reference to the effective use of a range of digital platforms to support enquiries and sales.
- This should include an in-depth knowledge of marketing platforms used in key overseas markets for the University.
- Evidence of regular CPD to keep up to date with contemporary developments in digital marketing.
- The ability to process complex data sets.
- The ability to present complex data clearly in written reports for stakeholders.
- The ability to use Google Ads, Google Analytics, Meta Business Suite and LinkedIn Campaign Manager for the effective delivery of and reporting on advertising campaigns.

Desirable:

- A working understanding of Looker Studio and Google Tag Manager.

Competency Requirements	Essential	Desirable
Adapting to change	D	
International engagement	C	
Interpersonal understanding	C	
Managing resources	C	
Organisational commitment	C	D
Proactivity and planning	C	D
Problem solving and decision making	D	
Customer focus	C	
Resilience	C	
Self-development and commitment to learning	C	D
Stakeholder focus	C	
Striving for excellence	C	D
Working collaboratively with others	D	
Leadership	C	
Performance Management	C	
Commercial Awareness	D	
Creativity and innovation	D	

Competencies are scored on an A-D scale, with D representing the highest demonstration of the competency.

For further information on each of the competencies and relevant levels, please email us at ulrecruit@london.ac.uk