



Anglia Ruskin
University

Director of Marketing



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Foreword from the Vice Chancellor



Dear Applicant

Thank you for your interest in ARU. We are a modern, globally engaged University that is built upon outstanding regional roots. We're focused on delivering our new strategy [Designing our Future 2017-2026](#), "transforming lives through innovative, inclusive and entrepreneurial education and research".

At around 34,000 students, our student population is the largest and most diverse it has ever been, putting us in an excellent position to respond to the various challenges facing the sector. At the same time, we continue to take huge strides in our research, with significant annual growth in research outputs, research income and doctoral completions.

If you can provide inspirational and collaborative leadership, and have the experience to build upon our investment and realise the potential for further success, then I do hope you'll express an interest in joining us.

I look forward to welcoming the successful candidate to our University.

With best wishes

Professor Roderick Watkins
Vice Chancellor

About Anglia Ruskin University

Our history

Anglia Ruskin's story starts in 1858, when the art critic, patron and philanthropist John Ruskin opened Cambridge School of Art. The art school grew to become Anglia Ruskin University, and it's still at the heart of our modern-day campus in Cambridge.

Becoming ARU

Over the years, a number of colleges and institutes have become part of Anglia Ruskin. They include the Cambridgeshire College of Arts and Technology (CCAT) and the Essex Institute of Higher Education (formerly the Chelmer Institute – itself formed from the Mid-Essex Technical College and the Brentwood College of Education). At first, these colleges combined to become Anglia Polytechnic, and then Anglia Polytechnic University in 1992. We've been known as Anglia Ruskin University since 2005.

We're proud to count graduates of all these institutions among our [alumni](#).

Developing our expertise

Our early expertise in the arts and education has broadened, and today we offer [courses](#) in engineering, computing and information science, life sciences law, business, economics, and more.

We've been a leader in the field of health and social care since 1992, when nursing training was transferred from local health authorities to Anglia Ruskin. As well as our three highly regarded nursing courses, we train midwives, operating department practitioners and social workers.

Of course, the arts and education are

still important to us. We train early year's professionals on our Chelmsford campus, and at our partner college in Peterborough.

Social accountability is at the heart of our [School of Medicine](#), which has the vision to address the urgent need for more doctors and healthcare professionals in the UK. We aim to recruit a significant number of students from the local area and support our students to further their careers in Essex once they have completed their studies.

Research

In the last decade, we've forged ahead with our research work. We have research-active staff across the University, and a growing reputation in this area.

Our [research](#) and innovation draws on the breadth of ARU strengths to develop ideas and solutions which have the potential to transform lives and communities and enrich our curriculum.

Anglia Ruskin today

We've seen lots of changes in the last 159 years, but one thing has remained the same. We're still passionate about transforming lives through innovative, inclusive and entrepreneurial education and research. Today, students from more than 185 countries study with us. Our students are at the heart of our University: their educational experience engages, challenges and empowers them to reach their full potential.

In 2018, we were named as one of the top 250 universities in Europe –

while at the same time winning an award for the quality of our learning facilities. The Chartered Management Institute has also recognised the impact we're making on our students' employability, management and leadership skills.

Our final-year students once again rated their educational experience – including teaching, academic support, assessment and feedback – highly in the [National Student Survey](#).

We work with 153 employers and are one of the top providers of the UK's degree apprentices, playing a vital role in equipping the UK workforce for the future. We are delighted to have recently signed up our 1,000 apprentice.

We have always been inclusive, and actively encourage students from a wide range of academic and societal backgrounds to study with us. We measure our success by their success.

We're known for being welcoming, and are proud to be a Disability Confident Employer and a Mindful Employer. We also value the wider ARU community, as it has the potential to create a university that is greater than the sum of its parts.

Anglia Ruskin in the future

Our [strategy](#) outlines the goals we've set ourselves for the next ten years. Published on 16 June 2017, the 25th anniversary of us being awarded university status, it's the latest chapter in Anglia Ruskin's story.

Our campuses

We have campuses in [Cambridge](#), [Chelmsford](#), [London](#) and [Peterborough](#). Our Chelmsford campus was originally in the city centre but moved to a new, purpose-built site in 1992. Today, you'll find our striking, modern buildings nestled by the river in the city's University and Innovation Quarter. Meanwhile, our campus at Guild House, Peterborough opened in 2011. It's a dedicated healthcare site where we train many of our region's nurses and healthcare professionals.

In 2015 we were pleased to introduce a new campus in the heart of [London](#), where students study subjects including business, law and finance at undergraduate and postgraduate level.

We've [invested over £100 million in our campuses](#) recent years. Cambridge benefitted from a major redevelopment in 2011, and in 2014 we completed work on our dedicated healthcare site on Young Street. It houses state-of-the-art clinical skills labs including mock hospital wards. Young Street is also home to our specialist Music Therapy Centre. In 2018, we opened a brand new [Science Centre](#) and the [Anglia Law School Law Clinic](#).

Meanwhile, in Chelmsford we've embarked upon an ambitious programme of development. In 1995, Her Majesty The Queen opened the fittingly named Queen's building, which is home to the University Library. It's since been joined by (among others) our eye-catching Lord Ashcroft International Business School; Sawyers Building with its brand new [SuperLab](#); the Michael Salmon Building, which houses cutting-edge medical simulation suites; and The MedBIC, which offers labs, workshops and office space to small businesses in the medical and advanced engineering sectors. In September 2018, we opened our [School of Medicine](#) which will train the region's future doctors in purpose-built space featuring state-of-the-art skills facilities and an anatomy suite.

A national and international presence

As well as our four main campuses, we have a number of [partner institutions](#) in the UK and overseas, giving students the chance to study for an Anglia Ruskin qualification near to home. The first partnerships were formed in the early 1990s.



Our vision and values

Our vision

Transforming lives through innovative, inclusive and entrepreneurial education and research.

Our values

Ambition

We are determined to achieve our goals and continually strive to enhance our University for the benefit of all.

Innovation

We will apply our collective and individual creativity to conceive and develop new ideas, implementing them for the benefit of the communities we serve.

Courage

We are bold in taking the decisions we feel are right, even when it is difficult to do so.

Community

We greatly value working collaboratively, supporting each other and helping everyone to achieve their potential.

Integrity

We do what we say we will do and are fair and transparent in our decision-making and actions.

Responsibility

We take decisions and act in a way which respects environmental, societal and economic considerations, and which best supports those who study and work with us.

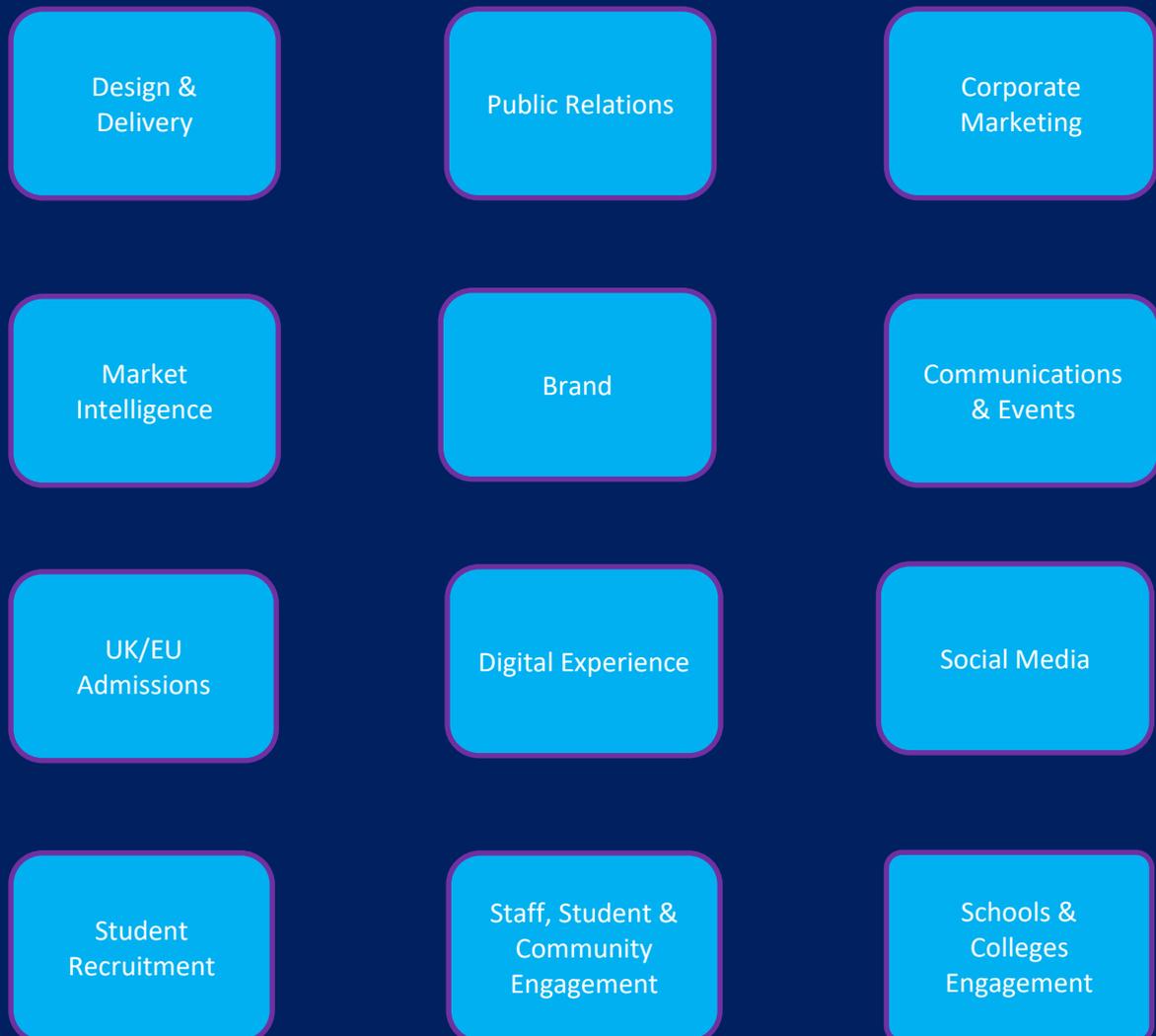


Corporate Marketing

We are more than just marketing, we are the external face of Anglia Ruskin; the website, our design and branding and what we say about the great work we all do is supported by our market intelligence and data analysis. We provide engagement events for students, staff, alumni and the surrounding communities. With the use of various social media channels we keep our followers up to date with our latest successes, interesting stories about our people and research, and events to promote our University. We're responsible for our university's reputation; fostering a community spirit and great public relations.

Corporate Marketing is key to the development and delivery of our global brand and our marketing strategy supports our agenda for organisational distinctiveness within the global marketplace.

Core accountabilities:



Job description

Job Title:	Director of Marketing
Grade:	SMG
Work Base:	Chelmsford or Cambridge (please note, the post-holder will be required to travel to other sites and overseas as necessary)
Hours of Work:	Full time
Responsible to:	Chief Operating Officer
Responsible for:	Domestic, EU and International Student Recruitment Admissions Brand Corporate Communications Marketing Campaigns Digital Experience Market Intelligence Corporate Events Philanthropy Alumni Engagement
Direct Reports:	Assistant Director Acquisition Assistant Director Digital Experience Head of Corporate Communications and Events Head of Marketing and Brand
Relationships & Contacts:	Vice Chancellor's Group (VCG) Corporate Management Team (CMT) Suppliers Media External bodies including OfS and UCAS External agencies Alumni
Job Purpose:	To lead the development and delivery of an integrated marketing strategy to deliver the objectives identified in ARU's University Strategy "Designing Our Future", and lead on student recruitment activities and strategies.

Principal Accountabilities:

1. Set and articulate vision for Marketing at ARU, developing the marketing strategy, ensuring it aligns with the University strategy and delivers outcomes and impact.
2. Provide expert advice to the University Leadership Team (VCG and CMT) on brand, marketing, public relations, student recruitment, digital, and philanthropic strategy.
3. Lead the development and implementation of the ARU global brand strategy ensuring a distinctive and competitive market position across all markets, local, national and international.
4. Lead the development and implementation of the University's marketing strategy. Work with CMT colleagues to develop the University's student recruitment strategy and ensure the achievement of student recruitment targets by delivering customer-centric, digital first, cost-effective, and evidence-based marketing activity.
5. Develop and deliver a public relations strategy for ARU that builds ARU's reputation and recognition globally.
6. Provide advice to VCG and CMT on ARU strategy, the market, the offer and the student (customer) by producing high quality, timely and accurate market intelligence. This data underpins new product development and course portfolio management, target setting, marketing activity and other corporate objectives.
7. Drive data led decision making across all marketing activity, ensuring the setting of KPIs, benchmarking and regular reviews of reach, engagement, and impact, and return on investment.

8. Oversee the development of digital experience strategy that enhances the student and visitor experience. Drive a digital strategy that enhances existing platforms and capitalises on new technologies to deliver a superior experience.
9. Lead the 'sales' strategy for ARU, overseeing the delivery of the schools/college engagement strategy driving both student recruitment and widening participation, and the enquiry management and admissions process. Drive a 'customer centric', digital first approach to delivery.
10. Oversee the delivery of the ARU Philanthropy strategy, maximising engagement with current and future donors to meet organisational KPIs.
11. Lead the development of ARU's alumni engagement plan, ensuring a 'life-long' commitment to and engagement with ARU graduates, past, current and future.
12. Review and deliver strategies for Widening Participation and Outreach and Recruitment.
13. Identify, develop and implement appropriate responses to competitor marketing practice and to policy initiatives, both internal and external.
14. Working with the Chief Information Officer, support and implement IT developments to develop integrated marketing strategies.
15. Manage the human, financial and physical resources of the marketing activity in accordance with agreed budgets and staffing policies including leading, motivating, developing and managing performance and exercising responsibility for appraisal, review and career development.
16. Continuously improve and evaluate service performance and customer feedback, and promote and disseminate best practice.
17. Represent Anglia Ruskin University in the wider academic and professional community, participating and contributing to external conferences and workshops organised by external bodies and identifying examples of good practice at other HEIs which could usefully be adopted by Anglia Ruskin University.
18. Be responsible for the pro-active promotion and implementation of the equality and diversity requirements both within our promotional activities and pertaining to our staff within our marketing activity, in accordance with our policies and relevant legislation.
19. Be responsible for Health and Safety matters within our marketing activity, in particular, the establishment of safe working practices.
20. Comply with Data Protection Act 2018 and GDPR requirements in all working practices maintaining confidentiality, integrity, availability, accuracy, currency and security of information as appropriate. Take personal responsibility for all personal data within own working environment.
21. Such other duties temporarily or on a continuing basis, as may reasonably be required, commensurate with your grade.

Person specification

ESSENTIAL

ACADEMIC/PROFESSIONAL QUALIFICATIONS

- First Degree preferably in marketing or related area
- Higher degree OR relevant professional qualification at post graduate level (chartered where appropriate)

EXPERIENCE

- Significant demonstrable experience and proven success of managing a multi-functional marketing activity covering a wide range of marketing areas including Student Recruitment (Customer Acquisition), Market Intelligence, Digital Strategy, Brand and Public Relations
- Proven track record of developing and implementing a successful, innovative and integrated marketing strategy
- Successful record as leader of a professional marketing team
- Proven staff management skills
- Track record of successful networking and partnership working
- Understanding of the Higher Education environment
- Experience of Marketing relevant to higher education
- Experience of leading change processes
- Delivering corporate communications strategy for a complex organisation

KNOWLEDGE/SKILLS

- Aware of and able to work effectively in HE sector
- Ability to deliver digital first and customer centric marketing strategy
- Ability to respond creatively to challenges
- Independence of mind
- Excellent marketing analysis skills and understanding
- Excellent communication and interpersonal skills, being able to persuade, influence and negotiate with others
- Proven ability to develop a successful strategic business plan
- Ability to work under pressure and meet tight deadlines
- Able to command the confidence of senior managers in relation to our University's marketing strategy

PERSONAL QUALITIES/DISPOSITION

- A collaborative and facilitative leader, able to influence and work with others at all levels both internally and externally, building trust and purposeful direction for the future
- High standing in the professional community
- Entrepreneurial mind-set
- Commitment to our values
- High and demanding expectations of self and others in service delivery
- Committed, focussed and resilient

DESIRABLE

- CIM chartered marketer status
- Experience of managing cross-functional project groups
- Understands digital developments and the impact that new and emerging technologies might have on HE teaching and research

OTHER

- Awareness of strategic and financial issues facing Higher Education
- Evidence of continuous professional development
- Willingness to travel
- Able to work flexible hours as some work may involve weekends and evenings
- Preparedness to undertake personal training and development
- Committed to our Health and Safety policies and procedures
- Committed to equality and diversity
- Compliance to Data Protection Act 2018 and GDPR principles/ requirements

How to apply

Anglia Ruskin University will be supported in this appointment by the executive search firm, Dixon Walter.

The contact details for further discussion and to submit your applications are:

Kiersten Avery, Executive Search Consultant, Dixon Walter Ltd

Tel: 0191 500 5500

Email: kiersten@dixonwalter.co.uk

Applications should be made via email to kiersten@dixonwalter.co.uk by 5pm, Tuesday 23 April 2019 and must include on separate documents:

1. a letter of application setting out your interest in the role and details of how you match the person specification (no more than 2 pages A4)
2. a comprehensive curriculum vitae (CV)
3. details of three referees and your current remuneration (referees will not be contacted without your permission)
4. a completed Equal Opportunities form