

Job Description

Job Title:	Head of Marketing and Communications		
Department:	Marketing	Location:	Any UHI North, West and Hebrides Campus
Grade:	NSUP48-51 - £55,796 - £59,133		
Report To:	Director of Enterprise and Engagement		

Job Purpose:

The Head of Marketing and Communications is responsible for the effective leadership and management of all aspects of the College's marketing and communication services, both strategically and operationally. The post holder is responsible for the College's marketing and communications strategy to maximise the College's reputation and brand positioning.

Context

This post sits within the executive leadership team/Senior Management Team of the College, will support the Board and Principal and has a key leadership and management role within the College.

The post holder has a major interface with all staff, external partners and agencies and will work collaboratively with all internal corporate affairs departments to achieve the College's effective and efficient operational management and continued improvement.

Key Accountabilities

- Create, implement, monitor and review the marketing & communication strategy to enable the College's strategic and business aims.
- Drive student recruitment and business to business sales through dynamic communication methodologies, supporting the college's tactical plans
- Strengthen the college's local, regional and national brand and reputation in a competitive tertiary education and skills environment
- Manage an innovative communication tools portfolio (including online, social, physical and traditional) to maximise engagement, reflect target markets, and target audiences
- To improve the college's internal communications provision and delivery, supporting staff and student engagement
- To develop and implement the college's external communication strategy to support key stakeholder engagement, including customer relations, community engagement and strategic partnerships
- Manage the college's marketing and communications team and resources

Duties and responsibilities

The following duties and responsibilities are intended to give a broad indication of the variety of tasks the post holder may be asked to undertake. It should be noted that a job description is not an exhaustive list of activities, and staff may be asked to carry out other duties commensurate with the level of the post. The job description may also be amended to take account of changed circumstances, and staff will be consulted when this is necessary.

Marketing and Communications

- Reflect, articulate, and promote the mission, vision and values of UHI North, West and Hebrides.
- Through dynamic and effective communication and marketing methodologies increase student applications, conversion and retention o support business to business sales and engagement activities for the college's commercial and non-core funded activities
- Support the college's research and KE activity
- Strengthen the college's internal communication and engagement plan to support an integrated and effective college culture
- Develop the college's community engagement and external stakeholder engagement plan
- Work with the Executive Leadership Team to report on progress on a regular basis highlighting and advising on marketing and communications risks and issues for their consideration.
- Manage the Marketing and Communications staff and associated resources, including website, share point, social media, advertisement and sponsorships.
- Ensure articulation of the College's and UHI's desired brand image and position, through consistent communication throughout the institution, and to all stakeholder constituencies, both internal and external.
- Coordinate public relations campaigns and media interest in the College and ensure regular contact with target media and appropriate response to media requests.
- Ensure any communications are available and delivered in Gaelic as appropriate, supporting the college's Gaelic strategy and language plan.
- Develop, coordinate and oversee programmes, technical assistance and resource materials to assist various departments in the marketing, communications and positioning of their activities.
- Secure regular market analysis of and insights into the college's target markets and audiences, ensuring marketing and communications plans are effectively focused
- Monitor, review and evaluate the effectiveness of the colleges marketing and communication strategy and plans
- Lead liaison and partnership working with relevant UHI and sectoral marketing and communications partners, supporting regional and national collaboration

Planning and Budgeting

- Responsible for the achievement of marketing and communications mission, goals and financial objectives. Ensure that evaluation systems, including benchmarks, are in place related to these goals and objectives and report progress to the Executive Leadership Team
- Provide effective leadership to and management of the Marketing and Communications team and associated resources, including website, share point, social media, advertisement and sponsorships.
- Develop short- and long-term plans and budgets for the marketing and communications programme and its activities, monitor progress, assure adherence and evaluate performance.
- Develop, implement and monitor systems and procedures necessary to the smooth operation of the marketing and communications function.
- Keep informed of developments in the fields of marketing and communications, and not-for-profit management and governance, and the specific business of the College and use this information to help the institution operate with initiative and innovation.

Terms and Conditions

This post is governed by Support Staff terms and conditions, which are subject to collective bargaining processes.

General

- Proactively contribute to own personal development and supporting the wider sustainability of UHI North, West and Hebrides;
- Contribute to UHI's climate, biodiversity, and sustainability goals, including net-zero by 2040;
- Ensure consistency and equality at all times and proactively engage in UHI North, West and Hebrides values of trust, integrity and excellence.
- Ensure the health and safety of self and others and compliance with safeguarding, data protection requirements and all college policies;
- Work collaboratively with colleagues to ensure a whole college focus and approach

Appendix: Personal Attributes Framework (Senior Managers) Leadership – Providing direction, inspiration and encouragement to others

- Confidently manages varied and complex issues, ensuring that a clear sense of direction is maintained
- Demonstrates personal commitment by ensuring involvement in difficult situations
- Understands and demonstrates a range of leadership and management styles that help create a high performing culture.
- Leads the development of a vision for the future, enabling strategies and plans to achieve it.
- Coaches' managers to identify and create opportunities for individuals to learn and develop.

Teamworking/Communication – Working with others in a constructive and supportive way to achieve goals and manage change.

- Delivers complex information in an effective way using a range of methods.
- Demonstrates a commitment to creating and maintaining an open environment, built on trust.
- Leads change with commitment and tenacity, encouraging a culture of continuous improvement and contribution from all staff.
- Takes the lead in integrating and mainstreaming diversity considerations into all activities.
- Supports and encourages first line managers

Performance – Managing performance of teams across the college and creating development opportunities

- Accepts a high level of accountability, ensures action is taken to manage issues.
- Reviews college performance on a regular basis taking action where necessary.
- Fosters a culture of excellence where high standards and performance are valued and respected.
- Keeps connected to internal and external environment to ensure college is positioned to succeed.
- Understand the wider organisational issues (environment, context, challenges) faced by customers/stakeholders.
- Create a climate where customer/stakeholder feedback is viewed as an essential source of data that influences quality improvement, innovation and different ways of thinking.

Person Specification

Criteria	Essential	Desirable
Qualifications	Degree or equivalent professional experience in a communications discipline or related subject	Professional qualification in public relations or professional marketing discipline and/or membership of a relevant professional body, e.g. Chartered Institute of Public Relations or Chartered Institute of Marketing
Experience	- Significant experience in a Communications, Marketing and/or public relations related role for a minimum of 5 years - Record of leading on managing complex strategic communications issues involving a wide range of stakeholders and multiple reporting/accountability lines - Proven experience of delivering successful internal and external communications engagement programmes Proven experience of designing and delivering multi-channel marketing projects and programmes - Proven experience of working and building relationships with the media - Proven experience of working and building relationships with local and national politicians - Record of working with and influencing at a senior management or board level - Experience of development and managing budgets	- Experience of working in further and/or higher education - Experience of working in a Gaelic bilingual environment - Experience in delivering events - Experience of collaborating with designers to deliver digital and printed publications
Knowledge & Skills	- Proven working knowledge of the principles and practice of marketing, communication and public relations - Ability to plan and develop complex marketing and communications campaigns and programmes Ability to secure and utilise market insights and analytics to design effective campaigns - Strong communication skills for both oral and written English with proven evidence of a high level of skill in content creation for multiple platforms and audiences, including content writing and digital/social media	- Knowledge of the University of the Highlands and Islands partnership and its key stakeholders - Knowledge of the private and public sectors of the Highlands and Islands - Knowledge and understanding of Gaelic language and culture

	• Strong creative, strategic, analytical, organisational and personal sales skills	
Personal Qualities*	• Ability to network effectively, negotiate well and influence people and to deliver to agreed deadlines • Self-starter and delivery focussed • Analytical and creative thinker • Proactive and dynamic problem-solving approach • High degree of determination to succeed • Commitment to working with shared leadership in cross-functional teams • Ability to work independently and responsibly while managing numerous projects simultaneously • Ability to act as ambassador for the College in high level external contexts • Also: see personal attributes framework	• Demonstrable evidence of ability to negotiate and collaborate in complex environments to meet client needs
Other	• Commitment and ability to undertake and/or continue professional development in a relevant discipline • Clean driving licence • Be willing to work flexible hours when necessary to meet requirements of the post • Be willing to regularly travel on College business, between centres, UHI and within Scotland • Satisfy appropriate Disclosure Scotland checks	

*Please note that the personal qualities, whilst desirable, will not be considered when shortlisting in line with the essential criteria for the role.

KEY TERMS AND CONDITIONS OF EMPLOYMENT

Hours of Work	This post is for 35 hours per week but you may be required to work additional hours to meet service requirements. The normal full-time working week is one of 35 hours.
Duration	This a full-time, permanent post.
Salary	The salary for this post is on Support Scale Point NSUP48-51, (£55,796 - £59,133 per annum) pro-rata.
Holidays	33 days in a full year plus 12 public/general holidays, pro-rata for part-time workers.
Location	The position will be based primarily at any UHI North, West and Hebrides Campus, but you may be required to work in any campus of UHI North, West and Hebrides. Home working within NWH operating area/Inverness will be considered.
Pension	You will be contractually enrolled into the Local Government Superannuation Scheme. Further details are available upon appointment.
References/ Medical Assessment/ PVG Check	For external candidates' appointment will be subject to references and a PVG check, which will be taken up after an offer has been made.

UHI North, West and Hebrides, an equal opportunities employer, is a registered charity which exists to provide Further and Higher education.

