

## Candidate Information

<b>Position:</b>	Head of Global Marketing and Reputation
<b>School/Department:</b>	Global Marketing, Recruitment and Admissions
<b>Reference:</b>	24/112092
<b>Closing Date:</b>	Monday 5 August 2024
<b>Salary:</b>	Salary commensurate with experience.
<b>Anticipated Interview Date:</b>	To be confirmed
<b>Duration:</b>	Permanent

### JOB PURPOSE:

A key role providing strategic leadership of the University's brand and marketing to drive and enhance its global reputation. The Head of Global Marketing and Reputation will lead the strategic development and implementation of our sector-leading global marketing and reputation strategy. This senior leadership role is critical in enhancing our global presence and international reputation, ensuring the successful delivery of student recruitment and internationalisation objectives aligned with institutional goals as defined by Strategy 2030.

### Background:

The Head of Global Marketing and Reputation will play a pivotal role in adopting a sector-leading approach defined by innovation, performance and agility to enhance our brand and reputation.

Core areas of responsibility with institutional and strategic significance include the management and optimisation of the University brand, leadership and implementation of strategies to enhance our research reputation and global rankings performance, marketing campaigns to support student recruitment and management of the user journey for prospective students to enrolment.

They will have responsibility for providing strategic direction and effective leadership, inspiring a growing and high performing Global Marketing & Reputation team promoting a culture of innovation and excellence.

Beyond the Directorate, as an expert in the field of global marketing and reputation, they will work collaboratively at a senior level across the institution to provide high quality marketing services that are aligned with all four strategic priorities of Strategy 2030 and the University brand.

The post-holder will work closely with the Pro Vice-Chancellor for Global Engagement, Pro Vice-Chancellor for Education and Students, the Vice-President for Students and Corporate Services, the Vice-President for Strategic Engagement and External Affairs and the Director of Queen's Global.

### MAJOR DUTIES:

1. Provide institutional leadership of the University's brand, global marketing and reputation management. Lead initiatives and drive the successful delivery of strategies to deliver sector-leading performance in pursuit of student recruitment and internationalisation objectives defined by Strategy 2030.
2. Lead the development and execution of an integrated global marketing strategy aligned with Strategy 2030, ensuring coherence and integration with Faculty growth strategies, global student recruitment strategies and internationalisation objectives to secure/enhance the University's position on a global stage.
3. Lead on the development, implementation and on-going evaluation of a robust sector-leading approach to brand, reputation and marketing, adopting best practice across a range of critical areas including policy, risk management, governance, performance monitoring and staffing.

4. Lead, direct and manage a team of high performing marketing and creative professionals, agreeing goals and objectives, providing support and coaching to enable the achievement of individual and team goals and to actively develop staff to fulfil their professional potential.
5. Lead the development and implementation of an integrated university reputation management strategy that is calibrated to enhance rankings performance and international profile - delivering a global ranking within the top 175.
6. Provide expert advice and support and work closely with the Pro Vice-Chancellor for Global Engagement, the Vice-President for Students and Corporate Services and the Director of Queen's Global on matters relating to global marketing and reputation.
7. Where required, provide expertise and support on matters relating to brand, marketing and reputation to other members of the University's Management Board, Senate, other University committees, and other bodies, ensuring that all external reporting requirements, both public and private, are satisfied.
8. Undertake an enterprise-wide Brand Review and lead on the development, and implementation of the interventions identified. Manage and elevate the University's brand across all platforms to ensure it effectively reflects our role as a civic university and international centre of excellence in research, education and innovation.
9. Development and delivery of an enhanced marketing service for all constituent parts of the University. Leading a team to provide sector-leading levels of service underpinned by insight and expertise across digital marketing, campaigns, design, video content and brand development.
10. As a member of Queen's Global senior management team, pro-actively contribute to the strategic leadership and management of the University and undertake University-wide senior management functions that are appropriate to the role.
11. Foster strong working relationships with Faculty senior management to ensure that global market opportunities translate into outcomes in support of research impact activities.
12. Oversee and be accountable for a non-pay budget in excess of £2m.
13. Any other duties that fall within the general ambit of the post.

**ESSENTIAL CRITERIA:**

1. Honours degree (or equivalent qualification) in a relevant business-related subject Or Substantial relevant senior management experience in a large complex organisation with a proven track record as outlined below.
2. Substantial relevant marketing experience at a senior level within an education environment, with a proven track record in the development of marketing strategies which have led to successful business development outcomes.
3. Proven track record of international marketing, with an understanding of global market dynamics across multiple markets, including Asia.
4. Extensive experience of managing and enhancing the brand(s) of large, complex organisation(s) with an international dimension with tangible results.
5. Extensive experience managing a large team (20+) of marketing and creative professionals.
6. Experience of budgetary control and financial planning, including the management of an annual brand/marketing budget in excess of £1m.
7. An in-depth knowledge and understanding of both the student recruitment and university reputation and rankings landscape and the role that brand/marketing activities play in positively influencing institutional performance.
8. Outstanding communication and presentation skills. Comfortably able to engage directly with large groups of senior stakeholders and influence opinion.
9. Possess an instinctively collaborative approach and able to evidence success working in a senior team environment.
10. Ability to work flexibly to meet the demands of the role and respond to unpredictable developments, delivering to short deadlines.

**DESIRABLE CRITERIA:**

1. A relevant postgraduate or professional qualification.
2. Prior experience as senior marketing leader for a comparable higher education institution.
3. A track record in positively impacting the global reputation, rankings and/or student recruitment outcomes for a university operating on the global stage.
4. Detailed knowledge, understanding and expertise of government policy on higher education development and funding.

**ADDITIONAL INFORMATION:**

Informal inquiries may be directed to: Roisin McEvoy at [r.mcevoy@qub.ac.uk](mailto:r.mcevoy@qub.ac.uk)