

**Job Description**

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| Job Title: | Senior Performance Marketing Lead |
| Faculty/Professional Directorate: | Marketing and Student Recruitment Services |
| Subject Group/Team | Marketing |
| Reporting to: | Director of Marketing |
| Duration: | Continuing |
| Job Family:  | Administration |
| Pay Band: | 8 |
| Benchmark Profile: | Administrator Band 8 |
| DBS Disclosure requirement: |  |
| Vacancy Reference: |  |

**Details Specific to the Post**

**Background and Context**

At the University of Hull, we’ve been challenging people to think differently for almost 100 years. At Hull you can expect academic excellence, state of the art facilities and the chance to play your part tackling the big issues facing humanity. We are research leaders in clean energy, flood resilience, cancer and wound care and the fight against modern slavery. We change the world for the better.

We believe in a hands-on and personalised approach to learning, where everyone is empowered to develop the competencies, skills and knowledge they need to grow and flourish. We are proud to be part of Hull; a city that epitomises northern warmth. Together we’re enabling people, organisations and businesses to thrive here, and around the world.

Working in collaboration with colleagues internally and externally, our passionate Marketing team (part of our Marketing and Student Services Directorate) strives to develop a data and insights-led approach to Marketing, driving performance across a range of audiences and channels, while reflecting our new identity and brand.

**The Role**

 As Performance Marketing Lead, you will support the development and delivery of our acquisition strategy for the University of Hull by building our annual paid media plan with regular optimisations to hit KPIs. Working with in-house and partner teams, you will ensure data and performance is at the heart of all our marketing execution, driving a test and learn culture that delivers measurable impact.

For more information about the University of Hull, please visit <https://www.hull.ac.uk/>

### **Specific Duties and Responsibilities of the post**

1. Responsible for executing and optimizing the media budget to hit KPIs for recruitment, driving a culture of agility and profitable growth
2. Lead the student acquisition media strategy across paid social, search, display, affiliates and offline channels
3. Work alongside our digital and offline agencies, with longer-term ambitions to in-house
4. Collaborate with key internal stakeholders (including Data Analytics and Insight, Finance), to develop the annual paid media plan across channels. Forecasting KPIs and revisiting plans quarterly based on learnings and performance
5. Work closely with the Web and CRM teams to ensure media plans are integrated within the larger marketing strategy and optimized to drive core KPIs
6. Manage and mentor a small team of Campaign specialists, setting objectives and goals for review in regular appraisals.
7. Drive a culture of performance-focused specialism and continued learning
8. Be the catalyst for constant decision making across performance channels, reallocating budgets through the funnel with agility, to maximize performance and deliver a greater return on investment
9. Interface with multiple agencies and media platforms to ensure best in class performance and innovation/testing opportunities
10. Elevate media performance trends and contribute toward Directorate updates, to be shared with SLT and ULT members
11. Share cross-functional learnings/updates/opportunities with the wider Directorate
12. Work closely with measurement partners to ensure all media buying activity is measurable and optimized to the appropriate KPIs
13. Ensure regular A/B testing across platforms and creative, driving a ‘champion challenger’ culture across performance channels
14. Ongoing SEO performance monitoring, sharing supporting insight with Content and Web teams.
15. Work with in-team Data Analyst to build out our tracking and measurement opportunities
16. Partner with in-team Data Analyst to build easy-access dashboards for performance visibility across the business, at different levels of data literacy
* Significant and relevant paid media experience
* Experience with SEO monitoring tools an advantage
* Experience leading/mentoring team of specialists
* High proficiency and experience evaluating and managing 3rd party vendors (Meta, Google, Affiliates)
* Strong knowledge of data analytics and tools (Looker, GA4, vendor platforms, etc)
* Adept at ad-hoc data mining & analysis, to support queries surrounding performance trends, forecasts and insight generation
* Proven track record of creating, implementing, analyzing and optimizing paid media plans to drive results

 **GENERIC JOB DESCRIPTION**

 The job duties and responsibilities listed below are intended to describe the general nature of the role. The duties and responsibilities and the balance between the elements in the role may change or vary over time depending on the specific needs at a specific point in time or due to changing needs in the department. Candidates should note that there may not be an immediate requirement to carry out all the activities listed below.

 **Overall Purpose of the Role**

* The role holder will:
	+ Be an experienced professional who is expected to exercise a significant degree of specialist and independent responsibility
	+ Have gained a professional and/or academic qualification and have extensive specialist experience
	+ Be involved in planning and ensuring progress within established procedures and clearly defined university policy by providing a high level of specialist advice and expertise to support the Faculty or Departmental activities
	+ Contribute to the longer term planning in accordance with the wider University strategy
	+ Advise senior University management on policy, functional or service priorities and develop new procedures and polices within existing values
* There is a requirement to plan and organise individual and/or team activity to integrate and coordinate work across different parts of the University, faculty or department

 **Main Work Activities**

 **Communication**

1. Provide specialist advice and guidance to managers and staff
2. Explain new and existing policies in relation to operational activities
3. Create and deliver presentations to communicate information across Faculty/Dept/University
4. Attend meetings to report on specialist issues
5. Take formal minutes at meetings when required
6. Write formal documentation
7. Write procedural documentation

 **Teamwork**

* May be required to supervise the work of others
* Provides advice and guidance to other members of the team

 **Liaison and Networking**

* Proactively develop and maintain internal and external contacts to benefit the University
* Participate in networks internally and/or externally

 **Service Delivery**

* Assist in the preparation, presentation and implementation of the strategic plans and operating statements and ensure compliance with reporting requirements within the University
* Assist with the effective management of the quality of the service
* Assist the Head of Department/Service to maintain administrative direction
* Develop and manage projects that contribute to improving service delivery
* Develop and maintain systems and processes to ensure effective delivery of the service

 **Planning and Organisation**

* Co-ordinate departmental processes in conjunction with senior colleagues
* Plan and monitor the work of others
* Contribute to the longer term operational planning of the Faculty/Department
* Organise and service committees as appropriate
* Organise and represent the area and University at events

 **Analysis/Reporting**

* Analyse qualitative and quantitative data producing reports identifying key issues that inform management interventions. Formulate recommendations and provide advice on the implications of the data

 **Additionally the post holder will be required to:**

* Fulfil the employees’ duties described in the University’s health and safety policies and co-operate with the health and safety arrangements in place within the department. May be required to undertake specific health and safety roles on request e.g. Display screen equipment assessor, departmental safety officer, fire warden
* Show a commitment to diversity, equal opportunities and anti-discriminatory practices This includes undertaking mandatory equality and diversity training
* Comply with University regulations, policies and procedures

 **COMPETENCY SPECIFICATION**

 To fulfil your role, you will need certain knowledge, skills and competencies. The following competency specification provides a framework within which your performance will be assessed. The interview assessment may include, for example, testing on IT skills.

 **The Competencies set out below are essential and are core requirements** needed to perform the role and any candidate who fails the requirement will not be taken forward for further assessment or to interview.

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| **Competency** | **Identified by** |
| **Knowledge and Experience**  |  |
| Is a professional with proven experience in strategic social media management for a range of audiences in relatively complex organisations. | **Application/Interview** |
| A relevant degree or equivalent qualification and/or experience. | **Application/Interview** |
| Has an active approach to continuing professional development/undertaking self-learning and training as appropriate for personal and professional development. | **Application/Interview** |
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| **Communication (Oral and Written)**Can demonstrate the ability to tell a story that reflects an institution’s identity and brand and resonates with target audiences. This includes the ability to summarise complex ideas or information which may be highly detailed, technical or specialist.Can demonstrate the ability to work with tact and a high degree of diplomacy to handle potentially damaging or sensitive issues, gaining buy in from key parties and retaining a clear focus on achieving desired outcomes. | **Application/Interview****Application / Interview** |
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| **Teamwork and Motivation**Can demonstrate the ability to lead and coach a team, delegate work to others and/or help to build co-operation to deliver team results. | **Application/Interview** |
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| **Liaison and Networking**Can demonstrate the ability to collaborate internally and externally to build and strengthen working relationships. Actively pursues a shared interest and works jointly to influence events and decisions. | **Application/Interview** |
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| **Service Delivery**Can demonstrate the ability to adapt the service and systems to meet the needs of the customer and identify ways of improving standards. Takes action to resolve issues and complaints. Collates feedback and views from customers and keeps up to date with changing needs to inform service development/adjustments. | **Application/Interview** |
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| **Decision Making** Can demonstrate the ability to consider the wider impact of decisions, assesses possible outcomes and their likelihood. Uses judgement to make decisions with limited or ambiguous data and takes into account multiple factors. Distinguishes between the need to make a decision, when to defer and when not to take a decision.  | **Application/Interview** |
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| **Planning and Organisation**Can demonstrate the ability to agree objectives and requirements for the team or area of operation. Monitors overall progress of project or area of operation and ensures corrective action is taken. | **Application/Interview** |
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| **Initiative and Problem Solving**Can demonstrate the ability to gather information from a variety of sources to develop solutions and considers the longer term benefits against their chances of success. | **Application/Interview** |
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| **Analysis/Reporting**Can demonstrate the ability to design and use a range of platforms, tools, and social listening technologies to monitor and report on social media impact, patterns and trends. Recognises when additional data is required and identifies appropriate sources. Produces reports and identifies key issues and findings. | **Application/Interview** |