JOB DESCRIPTION

Job Title
Marketing Manager

Effective Date
1st February 2017

Academic / Service Unit
Newcastle University Malaysia

Section
Marketing

Context

Newcastle University Medicine Malaysia (NUMed) is the University’s international campus in Malaysia. NUMed is a direct international extension of the Faculty of Medical Sciences, Newcastle University, and all programmes of study including Foundation certificate in Biological and Biomedical Sciences, MBBS and BSc (Hons) Biomedical Sciences are equivalent to those delivered at the parent institution in the UK. All academic awards are conferred wholly and exclusively by Newcastle University.

We are looking for an exceptional individual to act as a key front line staff member in building and developing our marketing strategy and developing our brand and profile reputation within the region. This post will report to the Chief Operating Officer in ensuring that activities and expenditure maximise return on investment.

Appointments will be made from June 2017 but the date of individual appointments is negotiable. This is a full time post.

In applying for this position please provide a covering letter explaining your interest in the post and your relevant experience, and a full CV.

Formal applications should be sent by email to: nirmala.arjunan@newcastle.edu.my by the closing date of 15th March 2017. Applications are encouraged as soon as possible.

Main Purpose

The Marketing Manager will play a vital role in the development and delivery of NUMed Malaysia’s marketing strategy. The post will be seen as central to plan, manage and organise foundation and undergraduate student recruitment. There will be an initial emphasis on developing our digital marketing strategy.

Main Duties and Responsibilities
The Marketing Manager will be expected to fulfil the below main duties and responsibilities:

1. Develop a marketing strategy and accompanying implementation plans, with an emphasis on the digital strategy, which will feed into the overarching external relations strategy of Newcastle University Medicine Malaysia and align with Newcastle University Medicine Malaysia student recruitment and marketing strategy.
2. Develop with the Chief Operating Officer a comprehensive marketing strategy that will enhance Newcastle University Malaysia’s image and position within the marketplace and with key stakeholders.
3. To develop creative marketing solutions and ensure integration across channels for all marketing activity.
4. Develop metrics and other ways of impact assessment to monitor the overall effectiveness of the marketing strategy.
5. Lead the development and continuous improvement of the publications and publicity to ensure impact, quality and accuracy.
6. Produce communications material of the highest standard across a range of forms: online, publications, digital media, as well as presentations and briefing material for senior leaders.
7. Plan, organise, co-ordinate and contribute to production of web, print and CRM content for home and international markets; determine, manage and evaluate a portfolio of externally-hosted web profiling services and campaigns.
8. Work closely with the staff in the international recruitment and marketing teams across Newcastle University, lead on development and implementation of an appropriate framework for a Social Media strategy for prospective and current students; maintain up to date intelligence on social media trends and channels in Malaysia and overseas to ensure impact.
9. Manage and oversee the portfolio of advertising in Malaysia and internationally.
10. Develop the portfolio and innovative design of promotional items, marketing materials and corporate gifts.
11. Have responsibility for the development of strategy, creative, coordination and implementation of the annual cycle of campaigns.
12. Support student recruitment activity across all markets – Malaysia and international through impactful and integrated marketing activities.
13. Develop and deliver an integrated marketing calendar aligned with Newcastle University International Partnerships marketing team in Malaysia.
14. Support colleagues to pursue new enterprise and recruitment opportunities for external engagement partnership development and build relationships with local, regional and international partners, sponsorship bodies, regulatory bodies and policy makers.
15. Manage the effectiveness, efficiency and impact by working closely together with colleagues at Newcastle University to share resources and best practices.
16. Keep informed of the developments in the fields of higher education, local and international undergraduate marketing.

Your job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request.

**Dimensions**

The post holder reports to the Chief Operating Officer of NUMed, Malaysia. The post holder may manage other staff as required.

The post holder will liaise with Internal Staff at all levels, including the Chief Executive Officer, Admissions Manager, senior academic staff and Managers from NUMed Malaysia and Newcastle University, UK. The post holder will also liaise with Managers in local, national and international Partners and Agencies.

The post holder is expected to be appointed at Managerial level.
Person Specification

Knowledge

Essential
- Degree level qualification

Desirable
- Postgraduate level qualification in Marketing or equivalent.

Skills

Essential
- Outstanding written, oral, interpersonal and presentation skills and the ability to effectively interface with senior management.
- Project management knowledge /skills and ability to demonstrate attention to detail
- Strong planning and organisational skills with the ability to successfully multi task and time manage.
- Well developed diplomacy skills; sensitivity to changing or difficult environments both internally and externally.
- Excellent teamworking skills
- Self-reliant, good problem solver, results oriented.
- Decisive and astute in changing administrative environments and able to anticipate future needs.
- Ability to develop robust administration systems and outstanding attention to detail
- Able to achieve tight deadlines.
- Ability to work effectively and accurately under pressure.
- Ability to work proactively and on own initiative.
- Customer focused with the ability to influence and engage direct and indirect reports and peers and build effective relationships.

Experience and Achievements (paid or unpaid)

Essential
- Experience of work in Marketing.
- Experience in developing and implementing successful marketing strategies.
- Up to date knowledge of new and emerging technologies in digital channel development, search and social media marketing.
- Experience of using computerised systems in a work environment, including Microsoft Office
- Experience of print material development and production
- Copywriting for multimedia print and digital marketing.
- Expert knowledge and management of Google analytics

Desirable
- Experience of web content editing and online information architecture, user experience design and accessibility standards.
Experience of working in an educational environment in a Marketing role.

**Behaviours (Success Factors)**

**Thinking strategically**
- Understands the key aim of own are and how it relates to own job and responsibilities
- Sees the bigger picture
- Works through the implications of situations in order to identify the most appropriate way forward in order to meet strategic goals.

**Gathering information**
- Has an eye for detail, spotting errors and ensuring accurate information
- Talks to all relevant stakeholders: students, academic teams, sponsorship bodies, agents, public in order to find out what is needed.
- Looks for impact of external developments on University.
- Ensures systems are in place to capture and interpret trends within the HE market.

**Communicating**
- Is factually correct and gives consistent verbal and non-verbal messages
- Understands how best to appeal to the other person/group, correctly interpreting the right way to approach a situation.
- Disseminates key marketing messages to various stakeholders and ensures understanding.

**Delivering Services**
- Takes responsibility for achieving own targets
- Demonstrates high energy and commitment to the delivery of excellent service
- Knows and understand customer/stakeholder needs in terms of dept./area outputs.
- Actively promotes and develops processes to ensure the excellent service and continuous improvement are integral to the way we work.

For full details about this vacancy and essential information on how to apply, visit our Job Vacancies web page at http://www.ncl.ac.uk/numed/about/vacancies/