

# Head of Marketing

## Job Description

### The Role

<b>Job title:</b>	Head of Marketing
<b>Department:</b>	External Relations
<b>Responsible to:</b>	Director of External Relations
<b>Location:</b>	Royal Agricultural University, Cirencester
<b>Salary:</b>	Grade 9 (£44,746 – 56,535)
<b>Term:</b>	Full-time permanent
<b>Responsible for:</b>	Team of 3 Marketing Officers
<b>Relationships with:</b>	External Relations team; Deans and Directors of Service; RAU stakeholders within a matrix context; external Agencies; HE sector bodies (e.g. UUK, GuildHE); other marketing/digital marketing professionals.

### Purpose

The key focus of the Head of Marketing is to lead, strategically develop, implement, track and optimise the RAU's marketing activity alongside the Student Recruitment Team to help achieve the agreed University recruitment targets. The role is specifically responsible for:

- Ensuring the RAU brand reflects the University Strategy in all internal and external marketing collateral and campaigns.
- Promoting the RAU brand and courses externally to deliver qualified leads and applications.
- Leading the creation and delivery of key University publications and events.
- Leading non-student recruitment marketing activity.

### Key Responsibilities

1. Take the lead to develop, plan and implement the University's marketing strategy to raise awareness of the RAU and its courses, in turn leading to student applications and enrolment at the RAU.
2. Take the lead to develop, plan and implement the University's marketing-focussed digital strategy, securing feedback and endorsement from key stakeholders. This will include website and social media strategy; driving and maintaining a digital presence tailored to audience, brand and key institutional themes.

- 3.** Provide strategic development of the RAU brand ensuring synergy across all touchpoints including advertising, printed material (eg. prospectuses, display stands), website, and social media so the RAU's key messages are delivered in a targeted, timely and effective manner.
- 4.** Appoint, manage and brief web, digital media, and design agencies to plan strategic developments across all channels, identifying and procuring digital advertising as appropriate, and co-ordinating delivery of creative materials suitable for each channel and target audience.
- 5.** Plan and develop specific marketing campaigns to create and maintain high levels of customer engagement both in the UK and internationally. Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- 6.** Take responsibility for planning, developing and managing the CRM e-comms to enquirers and offer holders.
- 7.** Monitor key performance and conversion trends and act proactively to increase our market segment. Proactively identify trends and insights, and optimise spend and performance based on these insights. Apply strong analytical skills to evaluate end-to-end customer experience across multiple channels and customer touch points.
- 8.** Lead the collaboration with a range of internal and external stakeholders to create marketing content that is optimised to specific audiences.
- 9.** Oversee the updating of the University's website using Content Management Systems (Drupal and SharePoint) to make sure content is relevant and up-to-date. Ensure all content adheres to relevant regulations (eg. accessibility and GDPR) and that the website is SEO optimised.
- 10.** Collaborate with External Relations and academic colleagues to develop new courses that will appeal to and attract students to apply - through the Student Recruitment Steering Group, individual academic meetings, and market research.
- 11.** Lead the delivery of marketing the Business Development areas (ie. Farm491, Growth Hub, professional training/CPD, Knowledge Exchange and Research), repackaging the Business Development offering and creating appropriate marketing plans to promote and drive revenue.
- 12.** Lead, develop and motivate a team of Marketing Officers, providing clear purpose, direction and line management, overseeing the delivery and quality of their marketing output.
- 13.** Keep abreast of marketing trends and evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
- 14.** Oversee production of key publications (including undergraduate and postgraduate prospectuses and Annual Report) in collaboration with relevant stakeholders.
- 15.** Support the delivery of key university events/campaigns including aspects of Graduation,

Matriculation and the annual NSS.

- 16.** Provide marketing and brand guidance and support to fellow departments/business units to help them achieve their agreed objectives.
- 17.** Responsible for the marketing budget forecasting, allocation and repurposing to drive cost efficiencies.

## General responsibilities

- The University is committed to equality of opportunity. All staff are required to comply with current legislation, University policies and good practice guidance.
- All staff are required to act in a way that safeguards the health and wellbeing of children and vulnerable adults at all times. The post holder must be familiar with and adhere to appropriate safeguarding policies and guidance and participate in related mandatory/statutory training. Managers have a responsibility to ensure their team members understand their individual responsibilities with regard to safeguarding children and vulnerable adults.
- All staff are required to participate in the University appraisal process and should ensure they are familiar with the process and plan time to prepare for their appraisal. Following the appraisal, staff are expected to undertake in any necessary learning and development and work towards the objectives that have been set.
- The University expects staff to attend any training designated as mandatory and to undertake learning and development activities to support their role. Managers must facilitate learning and development within their teams.
- It is a condition of employment that staff will not disclose any information obtained in the course of their duties other than to those entitled to receive it. The post holder must ensure that the confidentiality of personal data remains secure and that restricted information or highly restricted information to which they have access remains confidential during and after their employment at Royal Agricultural University. All staff must undergo appropriate data protection training as required.
- All absence from work must be reported in accordance with the University's absence procedures and recorded on iTrent.
- The University acknowledges its responsibility to provide a safe, smoke free environment, to its employees, service users and visitors. It is the policy of the University not to allow smoking on University premises other than in specifically designated areas.

## University Values

As a University we have chosen five values to underpin our learning community. These are the values which we will all work by and for which we want the RAU to be known. We are:

- Collaborative - we believe in the power of working together. We are stronger as a community of practice - inspiring each other, identifying shared goals, and providing reciprocal support leads to greater success.
- Open-Minded - we are receptive to new ideas and we value the diversity of experiences and skills. We are committed to listening to everyone across the RAU community.

- Resourceful - we adopt creative approaches to achieve our goals while setting higher standards, promoting professionalism and sustainability.
- Responsible - individually and collectively we take accountability for our actions working with integrity to achieve the highest ethical standards.
- Inclusive - we acknowledge the fundamental value and dignity of all individuals and are committed to maintaining an environment that seeks to eliminate all forms of discrimination and respects diverse traditions, heritages, and experiences.

## Person Specification

<b>Qualifications, Knowledge, Skills &amp; Experience</b>	<b>Essential (E) or Desirable (D)</b>	<b>Measured by; A – Application form B – Interview C - Presentation</b>
Educated to degree level or equivalent	E	A
Excellent IT and analytical skills, data-driven thinking and up-to-date with the latest trends and best practices in marketing and measurement	E	A,B
Demonstrable evidence of developing and implementing successful marketing strategies and delivering marketing material across multiple channels, e.g. social media, online, print and email	E	A,B
Proven experience of managing staff with ability to motivate team members	E	A,B
Highly creative with experience in identifying target audiences and devising campaigns that engage, inform and motivate	E	A,B
Excellent communication, written and interpersonal skills	E	A,B,C
Experience in working with agencies to brief and manage creative advertising campaigns, optimise for maximum response and analyse results	E	A,B
Proven ability to work on own initiative, work well under pressure and be resilient in a challenging marketing sector	E	B
Knowledge of complex stakeholder management, ability to collaborate and develop and maintain successful, professional working relationships	E	A,B
Excellent knowledge of website CMS platforms, accessibility and usability issues, SEO, as well as analytics tools	E	A,B
Working CRM experience in HE or customer journey environment	D	A,B
Knowledge of and experience in the Higher Education sector	D	A,B

## Application Procedure

If you are interested in applying for this role, please send:

- University [Application Form](#) together with the [Equal Opportunities Monitoring Form](#) available on the University website [www.rau.ac.uk](http://www.rau.ac.uk)) – you may attach your up to date CV if you wish to add additional information.
- Details of two referees who must be people who can comment authoritatively on you as a person and as an employee in relation to the level of the post, and must include your current or most recent employer or their representative.
- Please forward to the HR Team, Royal Agricultural University, Cirencester, Gloucestershire, GL7 6JS or via email to [jobs@rau.ac.uk](mailto:jobs@rau.ac.uk) stating where you saw the advert for the role
- Informal enquiries can be made to Will Marsh, Director of External Relations:  
[Will.Marsh@rau.ac.uk](mailto:Will.Marsh@rau.ac.uk)
- **Closing date:** 15<sup>th</sup> February 2026 with **Interviews on:** w/c 2<sup>nd</sup> or 9<sup>th</sup> March 2026
- We acknowledge receipt of all applications within two working days. If you do not receive an email from us after submitting your application, please let us know by sending a new email **without any attachments** to [Human.Resources@rau.ac.uk](mailto:Human.Resources@rau.ac.uk) so we can check if your application has reached us.
- Should you be selected for interview please be aware that we are unable to reimburse interview expenses.

**The RAU is an equal opportunities employer and we particularly welcome applications from black and minority ethnic candidates as they are underrepresented within the RAU at this level.**