BIRMINGHAM CITY UNIVERSITY
Department of Enterprise Innovation and Business Engagement (EIBE)

JOB DESCRIPTION

Job Title: Marketing & Brokerage Manager – Launch Pad Landing Zone
Ref No: 012015-24
Grade/Salary Level: Circa £34,000 per annum
Location: University House although can be required to be based at any of the University’s campus sites
Reports to: Head of Launch Pad Landing Zone
Hours per week: 37 hours per week or fractional as agreed

1. JOB PURPOSE:

To raise the University’s profile on a regional, national and international level in respect of the SMEs, securing interest and engagement from press, businesses in the sector and amongst HE, in the expertise and projects undertaken. The role should build up a specialist database of organisations and bodies which the University can engage with, create vehicles which secure national interest in the work being undertaken and support the academics in finding outlets of significance which they can speak about their work. The role should contribute to securing new business for the SMEs and be a key driver for raising profile of the University as nationally significant in this area.

2. ORGANISATION CHART:

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Director, Enterprise and Business Engagement

Director Institute

Programme Manager    Marketing & Brokerage Manager    Funding Manager    Bid Writer
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3. RESPONSIBILITIES

The Marketing & Broker Manager is responsible for the delivery of activities which support new relationships through web/social media, event, and marketing communications based activity to build relationships with external stakeholder. This may include working through projects which initiate collaborations in key areas for the University, with specific focus on projects which support income generation, encourage new relationships and raise the profile to prospective employers and partners. It will require partnership working internally (particularly with Marketing Communications and specifically the Press team) and building of networks externally with bodies and partners that work in similar spaces.

3.1 Support to Faculties to facilitate delivery

- Manage lead generation to support faculties in developing employer/industry projects and opportunities.
- Manage successful delivery of communications around University expertise which may include support events, projects and programmes that directly raise the profile of faculty based expertise, delivering communications media, working under the brand guidance of marketing and communications.
- Manage the web interface which supports lead generation including social media tools which support industry engagement and groups which underpin interaction with external communities associated with faculty expertise.
- To maintain social media feeds for the institute
- To monitor and aggregate social media feeds emanating from the SME external community and repurpose as appropriate
- Champion social media for academics engaged in business development activity providing coaching and support where necessary.
- Implement major events around the SMEs key themes, taking responsibility for all marketing communications pre, during and post event.
- Input into content creation including identification of content and speakers to help secure new leads and opportunities for faculties
- Secure spaces and opportunities to place the University expertise in partner projects including conferences.
- Manage the interface with external clients and University academics, in relation to marketing activity, ensuring appropriate account management support is delivered such that expectations are managed and delivery levels meet such expectations.
- Maximise the legacy of external interfaces, to develop and raise the University’s profile, ensuring case studies are written and appropriately communicated.

3.2 Quality assurance and risk management

- Work with the launch pad landing zone team, External Project Assurance, Central and Faculty Financial staff to ensure that all contract and financial procedures are followed.
- Apply project management methodology to managing external work.
- Ensure best practice in relation to Health & Safety in particular for events.
3.3 Other

- Uphold and promote the University’s core values of Excellence, People Focused, Partnership Working, Fairness and Integrity. These values define the principles of how we work together with our staff, students and partners.
- Support the Director’s commitment to Investors in People and to maintaining its Gold standard.
- Other duties as appropriate to the role.
- The role requires working with University staff at other sites.
- The role can be based on any of the University’s sites.

4. INTERNAL AND EXTERNAL RELATIONSHIPS

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<thead>
<tr>
<th>Who</th>
<th>Purpose of relationship</th>
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<tbody>
<tr>
<td>External businesses</td>
<td>To understand and promote the University’s agenda e.g. importance of the University and its particular strengths and contribution for the city region.</td>
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<td>Key external clients/funding bodies and potential clients/funding bodies</td>
<td>To maintain a good relationship between BCU and external clients</td>
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<tr>
<td>Heads of School and Course Directors</td>
<td>To facilitate development and delivery of their School’s external engagement agendas by helping to identify activity which supports the promotion of products, expertise and services relevant to the institute. Working collaboratively to produce marketing plans and materials that facilitate regional/ national and international profile. To develop and deliver activity with shared ownership.</td>
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<tr>
<td>Heads of Department and others in relevant service departments e.g. Marketing &amp; Communications, HR</td>
<td>To develop and deliver activity with shared ownership. To work closely with Marketing and Communications, PR and Communications team and Central Services Unit to ensure unification of message and compliance with brand guidelines.</td>
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<tr>
<td>Academics and related staff</td>
<td>To nurture their enterprising ideas into marketing communications which raises awareness and supports engagement and inward inquiry.</td>
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<tr>
<td>Category and Guidence</td>
<td>Essential</td>
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| 1. Physical           | Smart and professional appearance  
Able to travel to meet others at their place of work | |
| 2. Qualifications     | Educated to Degree Level  
Relevant business/professional qualification | Marketing Qualification |
| 3. Experience         | Marketing and Communications experience, specifically in developing print and web based projects, developing marketing communications briefs and working with agencies to deliver these.  
Experience of managing and delivering high profile events and projects  
Knowledge of managing Social Media initiatives and developing programmes which utilise social media.  
Evidence of being highly engaged in social media in relation to SMEs.  
Experience of developing direct marketing approaches and building campaigns which attract responses to engage.  
Excellent project management skills  
Evidence of working with others to develop innovative ideas.  
Partnership development and working.  
Successful proposal-writing experience | |
| 4. Training           | Evidence of professional updating | |
|   | Special Knowledge                          | Experience of marketing in the sector of the SMEs.  
|   |                                           | Technical understanding of the key subject matter being conveyed.  
|   | Health & Safety of Events                 | Appreciation of the market nuances and approaches that need to be used to target the institute sectors that are relevant.  
|   | Circumstances (Personal)                  | Flexibility to work some evenings and weekends as required.  
|   |                                           | May also be required to attend events/conferences that require national/international travel  
|   | Disposition and Personal Characteristics   | Demonstrate an ability to lead beyond authority  
|   |                                           | Sensitivity towards the University culture and its organisational and political complexities.  
|   |                                           | Demonstrates a commitment to the University's core values of Excellence, People Focused, Partnership Working, Fairness and Integrity.  
|   |                                           | Excellent interpersonal, communication and client liaison skills.  
|   |                                           | The resilience necessary to overcome obstacles and resistance.  
|   |                                           | Ability to manage multitask portfolios  
|   |                                           | Flexibility to modify own behaviour and thinking in order to reach goals.  
|   |                                           | Ability to work within a team as well as independently.  
|   | Practical and Intellectual Skills         | High standard of written English and copy writing skills.  
|   |                                           | Able to network and build relationships internally and externally  
|   |                                           | Attention to detail, completer-finisher  
|   |                                           | Good negotiation skills  
|   |                                           | Ability to prioritise  
|   |                                           | Ability to work to tight timescales  
|   |                                           | Flexible approach  
|   |                                           | Excellent business, PC, administrative presentation and communication skills: Upholding confidentiality.  

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<th><strong>Legal Requirements</strong></th>
<th>Health and safety of events</th>
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<td>10.</td>
<td><strong>Other Requirements</strong></td>
<td>Providing support for Faculty staff to ensure delivery to a high standard and wider recognition when they have achieved.</td>
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