

## JOB DESCRIPTION

# MARKETING AND COMMUNICATIONS MANAGER

<b>Reports to:</b>	Director of Finance and Administration
<b>Line management responsibilities:</b>	Marketing and Communications Assistant/s
<b>Key relationships:</b>	The Executive Team (comprising the Principal, the Academic Dean, the Academic Secretary & Director of Academic Services and the Director of Finance & Administration), Programme Leaders, IT & AV Manager, Fundraising Manager, Recruitment & Admissions Manager and Alumni Relations Officer
<b>Location:</b>	LST, Green Lane, Northwood, HA6 2UW with the opportunity for some home-working

### **London School of Theology**

London School of Theology (LST) has been providing academic evangelical theological education since 1943. It is committed to serving the Church globally and training Christian disciples who transform wider society through their life and witness. We are at an important moment in the life of the School, with a new 5 year strategic plan having just been rolled out.

### **Overview of the role:**

The Marketing and Communications Manager is key to the delivery of our ambitions for institutional growth. Key performance indicators include working closely with the Recruitment & Admissions Manager to increase student recruitment by 25% over five years by improving our visibility across all the forms of media – print, broadcast, online and social media.

We are seeking a marketing professional, ideally with some experience in the HE sector, who has led teams and developed new strategies to drive institutional growth. This post carries overall responsibility for the key areas of Marketing, PR and Communications. It is essential that the post holder leads and enables these areas to work synergistically and that the Executive Team (ExT) is kept fully appraised on all aspects of the areas of responsibility.

### **Key Strategic Tasks:**

The following key tasks are indicative of the role. The list is not exhaustive, and tasks may be amended, added or removed in response to changing requirements or in line with the skills and experience of the post holder:

- Carry out market research of our programmes to determine the demand for each of our programmes and help ensure there will be ongoing demand from students both in the UK and further afield.
- Develop a comprehensive marketing strategy that a) considers where and how LST will position itself in the market (including branding and brand values) and b) achieves the new LST strategy.
- Create a detailed, costed and timed annual marketing and communications plan that identifies all key activities that LST needs to engage in to achieve its targets (including all appropriate channels to market) and report monthly on this.
- Provide an annual marketing report to the ExT critically reviewing the marketing endeavours and advising changes that are required in the coming year.
- Increase the School's global reach and reputation.
- Meet frequently and work synergistically with Programme Leaders, Recruitment & Admissions Manager, Fundraising Manager and Alumni Relations Officer so that all these functions work effectively and harmoniously to meet the objectives of the School.

**Key Marketing Tasks:**

- Overall responsibility for marketing the School, its programmes and increasing the School's name recognition.
- Generate sufficient leads so that the Engagement Team can reach its annual student recruitment targets for each programme set by the ExT.
- Create an effective LST presence at events such as Spring Harvest, The Big Church Day Out, New Wine and David's Tent.

**Key Communication Tasks:**

- Oversight of and responsibility for the content of the LST website.
- Maintain a daily presence on all major social media channels.
- Oversee online advertising and links.
- From AV recordings produce and publish events for public consumption.
- Develop, produce and maintain effective supporting materials.

**Key PR Tasks:**

- Maintain and develop effective relationships with the relevant media.
- Manage and develop existing and new partners.
- Network with organisations and peers in Higher Education institutions.
- Represent LST at events and meetings.

**Key Institutional Tasks:**

- Full participation in Chapel and community prayer groups.
- Participation in recruiting events.
- Attendance and active participation at Operations Management Group and other School committees as required.
- Attendance at School events such as Graduation Day, the Laing Lecture, Summer Conference.
- Any other reasonable duties as required by the Director of Finance & Administration.

<b>Qualifications</b>	<b>Essential (E)/Desirable (D)</b>	<b>Demonstrated at Application (A) / Interview (I)</b>
Formal qualifications in Marketing, PR or HE Registry	D	A
<b>Skills, experience and knowledge</b>		
At least 5 years' professional experience in the field	E	A
Experience and sound understanding of all four areas of responsibility	E	A and I
Ability to build strong and effective relationships with a wide spectrum of key stakeholders both internally and externally	E	A and I
Deep understanding and experience of the productive use of Marketing and Social Media	E	A and I
Ability to build strong and effective relationships with a wide spectrum of key stakeholders both internally and externally	E	A and I
High level of planning and organisational skills	E	A and I
High level of English oral and written communication skills	E	A and I
Unwavering attention to detail	E	A and I
Web design and management experience	D	A and I

Thorough working knowledge of Microsoft Office, particularly Outlook, Word, Excel and PowerPoint	E	A and I
Experience of leading a team	E	A and I
Experience of working within Higher Education	D	A and I
Experience of the charity sector	D	A and I
<b>Personal attributes</b>		
Highly collegial, enthusiastic, proactive and uses initiative	E	A and I
Calm, efficient and polite manner; able to work under pressure without losing these qualities	E	I
Able to respond well to direction and correction	E	A and I
Ability to work as part of a team	E	A and I
Willingness to learn new skills	E	A and I
Ability to work in a changing and flexible organisation	E	A and I
Cheerful and willing attitude	E	I

**Terms of Employment:**

- Salary: £30,000 - £35,000 per annum.
- Hours: 1.0 FTE (35 hours per week). The usual working day is 9.00 am to 5.00 pm although some evening and weekend working may be required.
- Holidays: 24 days per annum plus public holidays for 1.0 FTE role and pro-rata accordingly.  
LST is closed between Christmas and the New Year and this is given as additional leave.
- Pension: Eligible to join the School's pension scheme.
- Notice: During the six month probationary period, one week's notice must be given in writing on either side. After this period, one calendar month's notice must be given in writing on either side.

Date of appointment: It is intended that the postholder shall take up the post as soon as possible.

Occupational Requirement: There is an occupational requirement for the post holder to be a practising Christian in accordance with the Equality Act 2010: Part 1, Schedule 9.

All successful candidates must have the right to work in the UK.

**Application Process and Closing Date:**

Applicants should send the following to the HR Manager as pdf documents attached to an email:

- Covering letter of application in which you specifically state how you meet the requirements of the Person Specification)
- Curriculum vitae
- List of three referees (these will not be taken up without the candidate's permission)

The HR Manager  
London School of Theology  
Green Lane, Northwood  
Middlesex HA6 2UW

Email: recruitment@lst.ac.uk

Tel: 01923 456000

**Candidates are encouraged to submit their applications promptly as these will be considered upon receipt after 4<sup>th</sup> January 2023.**