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**Support and Professional Services**

**Marketing and Communications**

**HEAD OF WEB & DIGITAL MARKETING**

**ZZ003307**

**Information for Candidates**

**THE POST**

Please see the attached job description and person specification.

**TERMS OF APPOINTMENT**

Salary is in the range £57,674 to £67,901per annum and progress to the top of the scale is by annual increments payable on 1st April each year. Salary is paid into a bank or building society monthly in arrears.

Working hours are 37per week. Overtime is not normally payable but time off in lieu may be given. The working hours are normally from 8.30am to 5.15pm Monday to Thursday and 8.30am to 4.15pm Friday with one hour and ten minutes for lunch. Specific times may vary according to the Department concerned.

Annual leave entitlement is 32 working days in a full leave year. If you work less than 37 hours per week, your leave will be calculated on a pro-rata basis. The leave year commences on 1 October and staff starting and leaving during that period accrue leave on a pro-rata basis. In addition, the University is normally closed from Christmas Eve until New Year’s Day inclusive and on bank holidays.

The Appointee will be entitled to join the Local Government Pension Scheme. The scheme's provisions include an index-linked pension with an option to exchange some pension for a lump sum on retirement together with dependants’ benefits. Contributions by the employee are subject to tax relief.

There is a probationary period of 12 months during which new staff are expected to demonstrate their suitability for the post.

There is a comprehensive sickness and maternity benefits scheme.

**All interview applicants will be required to bring their passport or full birth certificate and any other 'Right to Work' information to interview where it will be copied and verified.** The successful applicant will not be able to start work until their right to work documentation has been verified.

Under the University’s Insurance Policy we will take up references for candidates called for interview. Your current employer reference must be your current line manager. It is also a requirement of this policy that we take up references to cover the previous three years of your employment or study.

The successful candidate will need to bring documentary evidence of their qualifications to Human Resources on taking up their appointment.

To comply with UKVI legislation, non-EEA candidates are only eligible to apply for this post if it has been advertised for a total of 28 days.

If the position has a requirement for Disclosure and Barring Service check (DBS), this will be stated in the advert. The DBS Application Form will be provided once the selection process has been completed.

All applications must be submitted by Midnight (GMT) on the closing date published.

**UNIVERSITY OF PORTSMOUTH – RECRUITMENT PAPERWORK**

1. **JOB DESCRIPTION**

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| **Job Title:** | Head of Web and Digital Marketing  |
| **Grade:** | 10 |
| **Faculty/Centre:** | Support and Professional Services |
| **Department/Service:****Location:** | Marketing and Communications Mercantile House |
| **Position Reference No:** | ZZ003307 |
| **Cost Centre:** | 47463 |
| **Responsible to:** | Director of Marketing and Communications  |
| **Responsible for:** | Team of 7 with direct line management Digital Marketing and Web Manager |
| **Effective date of job description:** | July 2017 |
| **Purpose of Job:** |
| Reporting to the Director of Marketing and Communications, the Head of Web and Digital provides leadership, vision and accountability in setting the strategic direction of the University’s website and interactive campaigns and properties. This position is responsible for articulating the University of Portsmouth brand differentiation through the University’s website and lead the transition to an Enterprise CRM.  The position will be responsible for developing the university web strategy and university policies to support the strategic implementation of the web presence. There will be a requirement to build strategic and operational networks with external stakeholders and industry leaders, in order to ensure sector leading innovation and keeping in pace with technology changes and challenges. |
| **Key Responsibilities:** |
| **General*** Lead and be responsible for the development and implementation of University Web and Digital strategy.
* Lead the University wide CRM project on behalf of the Marketing and Communications department.
* Oversee development of, and set the strategic direction for University-wide website editors and serve as a provider of strategic advice on digital content and experience, and interactive best practices; stay current with relevant trends, issues and opportunities; be a senior resource to University constituents and navigate the changing interactive digital landscape.
* Be responsible for the simultaneous implementation of multiple projects and lead a team of digital content experts and strategic partners; work collaboratively as an integral leader in a fast-paced, multi-disciplined integrated department.
* Be responsible for the development of new and creative growth strategies.
* Plan, execute and measure user experience audits and conversion tests.
* Lead and collaborate with internal teams to create digital marketing solutions which optimize user experience.
* Be responsible for the evaluation of the end-to-end customer experience across multiple channels and customer touch points and through use of data analytics provide evidenced strategy.
* Build strong strategic relationships and collaborate with agencies and other partners to support delivery of sector leading digital innovation.

**University Website*** Be responsible for and lead the development of the University of Portsmouth website and microsites.
* Be responsible for, and manage the University SEO strategy, usability benchmarking and ensure delivery of relevant, current content linked to the overall mission and positioning of the University.
* Through application of industry leading innovation and insight, ensure the University corporate website drives business objectives, is fit for purpose and a market leader, informed through data driven analysis.
* Be responsible for the development of and monitoring/reporting of key analytics to provide relevant strategic analysis and recommendations to the Director of Marketing and Communications, and Senior University teams.

**Digital Marketing*** Enable the development and integration of online marketing and social programs aligned to the University of Portsmouth’s goals and marketing strategy; develop and drive digital programs to achieve specific objectives; turn ideas into workable plans.
* Lead, execute and measure integrated online presence.
* Be responsible for developing the appropriate strategic and operational KPI’s and ensure digital is tracked, monitored and delivered with analysis using web tracking and analytics packages and implement changes based on this information for development.
* Be responsible for SEO strategy and delivering digital and web effectiveness.

**Leadership and Strategy*** Lead the development of a University Digital Marketing and Online Strategy.
* Through the development of high level strategic partnership and networks, create a thought leadership agenda for digital marketing and the University web presence.
* Lead the web and digital marketing team, encouraging creativity, service excellence and innovation.
* To be a transformational leader, to effectively lead teams through change.
* Act as a role model for peers and colleagues.
* Develop business driven, creative strategies, informed through data analysis and consultative work practices.

**Other*** Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
* Perform other related duties or special projects as directed.

**NOTE**:**This post requires weekend working for which prior notice will be given** |

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| **Working Relationships:** |
| Director of Marketing and CommunicationsDirect reports and other colleagues within the Department of Marketing and Communications.Deans and Directors of ServicesInformation ServicesHeads of Academics Schools and DepartmentsAssociate Deans of Students, Associate Deans of Academics & Associate Deans of Research.Members of the University Executive Board as required on issues relating to work area and crisis communicationsWeb practitioners in FacultiesPeers at other HEIsRelevant external agencies including suppliers and bodies such as UCAS |

1. **PERSON SPECIFICATION**

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| **No** | **Attributes** | **Rating** | **Source** |
| **1** | **Specific Knowledge & Experience** |  |  |
| 1.1 | Broad knowledge of content management systems (Terminal 4 and preferably Sitecore), design software, social media networks, podcast development, new online technologies and applications (wikis, widgets, RSS feeds, blogs, social media monitoring tools, etc.). | E | AF,S |
| 1.2 | Excellent experience of planning and strategy development in web and digital marketing roles.  | E | AF,S |
| 1.3 | Marketing automation experience.  | E | AF,S |
| 1.4 | Extensive team management experience at a senior level. | E | AF,S |
| 1.5 | Extensive experience in the use of website analytics.  | E | AF,S |
| 1.6 | Extensive experience in digital campaign strategy and implementation. | E | AF,S |
| 1.7 | Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns. | D | AF,S |
| 1.8 | Extensive experience of implementing CRM | E | AF, S |
| **2** | **Skills & Abilities** |  |  |
| 2.1 | Excellent verbal and written communication skills. | E | AF,S |
| 2.2 | Excellent interpersonal and executive level negotiation skills. | E | AF,S |
| 2.3 | Highly creative with experience in identifying target audiences and devising digital experiences that engage, inform and motivate.  | E | AF,S |
| 2.4 | Ability to build effective working relationships with senior colleagues across and outside of the University. | E | AF,S |
| 2.5 | Strong analytical and decision making skills with evidence of data-driven thinking. | E | AF,S |
| 2.6 | Outstanding leadership skills with clear evidence of leading successful teams.  | E | AF,S |
| 2.7 | Excellent organisational skills, and the ability to set priorities for the team to deliver against University strategic objectives and KPI’s. | E | AF,S |
|  | **Qualifications and Training** |  |  |
| 3.1 | Position requires degree in IT, Digital Marketing plus demonstrable senior level digital marketing leadership experience.  | E | AF,S |
| 3.2 | Relevant professional qualification.  | D | AF,S |
| 3.2 | Membership of a relevant professional body. | D | AF,S |

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| **4** | **Other Requirements** |  |  |
| 4.1 | Self-starter with commitment to delivery of successful organisational outcomes. | E | AF,S |
| 4.2 | Leader with can do approach to work and strong service ethic. | E | AF,S |
| 4.3 | Excellent judgement and ability to deal with sensitive issues. | E | AF,S |
| 4.4 | Leader and motivator while participating in a team environment. | E | AF,S |
| 4.5 | Thought leader in the latest trends and best practice in online marketing and measurement. | E | AF,S |
| 4.6 | Clear thinker, excellent analytical and decision making skills. | E | AF,S |
| 4.7 | Empathy with students. | E | AF,S |
| 4.8 | If you have any examples of online work please provide up to three links. | D | AF |

**Legend**

Rating of attribute: E = essential; D = desirable;

Source of evidence: AF = Application Form; S = Selection Programme (including Interview, Test, Presentation, References)

**JOB HAZARD IDENTIFICATION FORM**

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| **Please tick box(s) if any of the below are likely to be encountered in this role. This is in order to identify potential job related hazards and minimise associated health effects as far as possible. Please use the** [**Job Hazard Information**](http://www.port.ac.uk/departments/services/humanresources/occupationalhealthservice/jobhazardinformation/filetodownload%2C164407%2Cen.doc) **document in order to do this.**  |
| 1. International travel/Fieldwork
 |  | 13. Substances to which COSHH regulations apply (including microorganisms, animal allergens, wood dust, chemicals, skin sensitizers and irritants)  |  |
| 1. Manual Handling (of loads/people)
 |  | 14. Working at height |  |
| 1. Human tissue/body fluids (e.g. Healthcare workers, First Aiders, Nursery workers, Laboratory workers)
 |  | 15. Working with sewage, drains, river or canal water  |  |
| 1. Genetically Modified Organisms
 |  | 16. Confined spaces |  |
| 1. Noise > 80 DbA
 |  | 17. Vibrating tools  |  |
| 1. Night Working

 (between 2200 hrs and 0600 hrs) |  | 18. Diving |  |
| 1. Display screen equipment
 | x | 19. Compressed gases |  |
| 1. Repetitive tasks (e.g. pipette use, book sensitization etc)
 |  | 20. Small print/colour coding | x |
| 1. Ionising radiation/ non-ionising radiation/lasers/UV radiation
 | 21. Contaminated soil/bio-aerosols |  |
| 10. Asbestos and lead  | 22. Nanomaterials  |
| 11. Driving on University business (mini-bus, van, bus, forklift truck etc)  | 23. Workplace stressors (e.g. workload, relationships, job role etc)  |
| 12. Food handling  | 24. Other (please specify)  |

**Completed by Line Manager/Supervisor:**

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| **Name (block capitals)** | Dorothy Albrecht |
| **Date** | July 2017 |
| **Extension number** | 5654 |

Managers should use this form and the information contained in it during induction of new staff to identify any training needs or requirement for referral to Occupational Health (OH).

Should any of this associated information be unavailable please contact OH (Tel: 023 9284 3187) so that appropriate advice can be given.