

JOB DESCRIPTION

Job Title:	Marketing and Communication Manager
Campus:	Mauritius
Salary:	Competitive
Period:	Full-time
Reporting to:	Pro-Vice Chancellor, Middlesex University Director, Middlesex University Mauritius

Overall Purpose

Working with the senior management team and colleagues across the Marketing, Recruitment and Admission teams, the Marketing and Communication Manager will strategically develop, implement, and manage comprehensive marketing and communication initiatives that enhance the institution's brand visibility, reputation, and engagement with key stakeholders including students, faculty, staff, alumni, shareholders, and the broader community. This role is a vital link between the university's academic mission and its external audience, driving initiatives to effectively communicate its unique value proposition, achievements, and offerings across various channels. The Marketing and Communication Manager will play a pivotal role in fostering a positive institutional image, supporting recruitment and retention efforts, advancing fundraising goals, and promoting a culture of excellence and innovation within the university community.

Principal Duties

- **Develop and Implement Marketing and Communication Strategies:** Create and execute comprehensive marketing and communication strategies aligned with the university's goals and objectives. This includes identifying target audiences, determining key messaging, selecting appropriate channels, and evaluating campaign effectiveness.
- **Brand Management:** Protect and enhance the university's brand reputation by ensuring consistency in messaging, visual identity, and tone across all communication materials and platforms. As the custodian of brand guidelines, you are expected to provide guidance to internal stakeholders on brand standards.
- **Content Creation and Management:** Review and approve content for various communication channels including websites, social media platforms, email newsletters, print materials, and multimedia presentations. Coordinate with content creators across the university to ensure consistency and quality.
- **Media Relations:** Cultivate relationships with media outlets, journalists, and influencers to secure positive coverage of university initiatives, research outputs, faculty achievements, and other newsworthy events. Serve as the university's spokesperson when necessary.
- **Digital Marketing:** Oversee digital marketing efforts, including website management, search engine optimisation (SEO), pay-per-click (PPC) advertising, social media advertising, and email marketing campaigns. Analyse data and metrics to optimize digital marketing performance.
- **Event Promotion:** Plan and execute marketing campaigns to promote university events such as conferences, seminars, workshops, and cultural activities.

Collaborate with event organisers to ensure effective promotion and attendance.

- **Internal Communication:** Develop and implement strategies to enhance internal communication within the university community. Keep faculty, staff, and students informed about important announcements, initiatives, and events through newsletters, intranet, and other internal communication channels.
- **Market Research and Analysis:** Conduct market and competitor analysis to identify trends, opportunities, and challenges in higher education marketing and communication. Use insights to inform strategic decision-making and campaign planning.
- **Budget Management:** Develop and manage the marketing and communication budget, allocating resources effectively to achieve desired outcomes. Track expenses, monitor ROI, and provide regular reports to senior management.
- **Collaboration and Stakeholder Engagement:** Collaborate with internal departments such as admissions, recruitment, academic programs, and campus services to align marketing and communication efforts with institutional priorities. Build strong relationships with external partners, alumni, shareholders, community organisations, and other stakeholders to support university goals.
- **Crisis Communication:** Develop crisis communication plans and protocols to manage and mitigate reputational risks during emergencies, controversies, or other challenging situations. Serve as a spokesperson and lead communication efforts during crisis situations.
- **Collaboration and Reporting:** Collaborate with various departments, including recruitment, admissions, and academic schools, to align marketing efforts and share insights. Provide regular reports on marketing and communication activities, outcomes, and progress towards set targets.

PERSON SPECIFICATION

Qualifications and Experience

- Bachelor's degree in Marketing, Communication, Public Relations or a related field.
- Minimum of 5 years of progressively responsible experience in marketing, communications, or public relations, preferably within the higher education sector or a related field at management level.
- Excellent communication and interpersonal skills, with the ability to build relationships with various stakeholders across different cultures and backgrounds.
- Demonstrated ability to think strategically and develop comprehensive marketing and communication strategies aligned with organisational goals and objectives.
- Exceptional writing, editing, and proofreading skills with the ability to craft clear, concise, and engaging content for various communication channels and audiences.
- Proven track record of successful media relations, including experience pitching stories to journalists, securing media coverage, and serving as a spokesperson for an organisation.

- Familiarity with marketing automation platforms, content management systems, social media management tools, email marketing software, and other relevant marketing technologies.

The above list is not exclusive or exhaustive; the postholder will be part of the Recruitment, Marketing, and Admissions team. The postholder will be expected to work closely with all team members, provide cover and assistance when necessary, and participate within the team as requested in areas such as communication and general office organisation. Other duties and projects will be added as required by the Campus Director.