Job Description – Senior Product Marketing Manager

About the role
The role is based in Marketing, which is a busy, vibrant team, responsible for recruiting new students and providing first class professional marketing expertise across the University.

Working directly with faculty colleagues, as a Senior Product Marketing Manager you will be influencing curriculum development based on robust research and analysis.

Key responsibilities
Responsible for ensuring new student number targets for designated subject areas are set in accordance with the University’s annual strategy

Leading delivery of the annual product portfolio review and subsequent cascade in faculty to reach agreement on priorities for the year ahead

Responsible for ensuring all research and analysis is accurate and thorough, reaching logical, well-argued conclusions and recommendations

Responsible for developing productive relationships with colleagues in faculties and across the University, enabling us to influence development of appealing products and product ranges

Collaborate with colleagues across Marketing to ensure effective product communications across all channels

Line management responsibility for a Product Manager, setting clear objectives, supporting their personal development and role modelling behaviours we seek.

Skills and experience
Able to take a broad perspective, think strategically

Puts the customer at the heart of decision making

Highly numerate and analytical, with proven ability to cross reference a variety of sources to reach firm conclusions and recommendations

Excellent verbal and written communication skills enabling you to influence effectively at all levels of an organisation

Adept at managing stakeholders in a complex environment

Resilient and adaptable, with proven ability to exercise judgement and set priorities.