

Job Description and Person Specification

Head of Marketing

March 2026

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Purpose and Values

Purpose

Our purpose is:
Breaking down barriers together.

Values

Our values are:
Dare to be different
Make it happen
Don't be mean

Job Description

Job Title:	Head of Marketing
Salary:	Grade 5: Starting salary within the grade will be in the range of £69,180 to £75,180. Additional non-contractual Target based Bonus Scheme
Hours of Work:	37.5 hours per week Monday to Friday 08.00 to 18.00 [Non-contractual flexible working scheme applies]
Working from home:	At the line manager's discretion, the postholder may be permitted to work from home one day a week; this is subject to the postholder completing a satisfactory risk assessment of their home workstation and working environment
Holidays (Paid):	25 days (some of which to be taken during Christmas/New Year shut down), plus public holidays
Pension:	Contributory pension scheme Full details are available from the Finance Department
Main purpose of the role:	<p>To provide strategic leadership of Bloomsbury Institute London's marketing and communications function, driving student recruitment, strengthening brand positioning, and enhancing institutional reputation across domestic and international markets.</p> <p>The role is accountable for delivering integrated, insight-led marketing activity across all channels, ensuring alignment with institutional objectives, effective use of resources, and full compliance within the UK higher education regulatory environment.</p> <p>The postholder will lead the development of a high-performing marketing function, embedding a data-driven and commercially focused approach that delivers measurable impact across the student recruitment lifecycle and supports the Institute's long-term growth.</p>
Reporting to:	Chief Revenue Officer
Location:	7 Bedford Square, London WC1B 3RA

Main Tasks

The main tasks of the job are:

Strategy & Leadership

- Develop and deliver an integrated marketing and communications strategy aligned to institutional growth, recruitment, and brand objectives.
 - Provide leadership to the marketing function, embedding a high-performing, collaborative, and accountable culture.
 - Act as a key advisor to senior leadership on marketing, brand, and market positioning.
 - Lead annual and cyclical marketing planning, aligned to recruitment intakes and academic priorities.
 - Drive innovation while ensuring consistency with academic values and institutional identity.
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Student Recruitment & Market Development

- Lead multi-channel recruitment strategies for domestic and international markets.
 - Work closely with Admissions and academic teams to align marketing activity with recruitment pipelines and programme priorities.
 - Support the development of new markets, partnerships, and pathways to drive sustainable growth.
 - Ensure effective campaign planning across key recruitment cycles and intake periods.
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Brand, Communications & Reputation

- Own and develop the Institute's brand strategy, ensuring consistency across all channels and markets.
 - Lead external and internal communications, including PR, media relations, and stakeholder engagement.
 - Oversee content strategy, including academic storytelling, thought leadership, and student experience narratives.
 - Manage and enhance online reputation, rankings, and public perception.
 - Ensure all communications reflect inclusivity, accessibility, and institutional values.
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Marketing Channels & Campaign Delivery

- Oversee delivery across all marketing channels, including:
 - Digital marketing (SEO, PPC, paid social, display)
 - Website management and optimisation
 - Email marketing and marketing automation
 - Social media and content platforms
 - Offline marketing, events, and recruitment fairs
 - Ensure effective integration across channels to deliver cohesive campaigns.
 - Optimise marketing performance to improve conversion and return on investment.
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CRM, Data & Marketing Technology

- Lead the strategic use and ongoing development of the CRM system to support the full student lifecycle.
 - Ensure alignment between marketing, Admissions, and CRM processes.
 - Oversee data segmentation, automation workflows, and user adoption.
 - Ensure integration across CRM, website, and marketing platforms.
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Data, Insights & Performance

- Define and monitor KPIs across recruitment, engagement, and brand performance.
 - Use data and market insights to inform strategy, targeting, and campaign optimisation.
 - Provide clear and actionable reporting to senior leadership.
 - Embed a culture of continuous improvement and evidence-based decision-making.
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Compliance & Governance

- Ensure compliance with GDPR, UK advertising standards, and higher education regulatory requirements.
 - Maintain high standards of data governance, accessibility, and ethical marketing practices.
 - Act as the Institute's lead on marketing compliance and best practice.
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Budget & Resource Management

- Own and manage the marketing budget, ensuring effective allocation and value for money.
- Lead resource planning, including internal team structure and external agency support.
- Procure and manage external suppliers, ensuring performance and cost-effectiveness.

The above is not an exhaustive list of tasks as the role may change to meet the Institute's overall objectives. These tasks are subject to amendment over time as priorities and requirements evolve and as such the job description may be amended at any time by the line manager following discussion with the post holder.

Person Specification

Essential criteria [i.e. the criteria that an applicant must satisfy]

Qualifications

- Bachelor's degree in Marketing, Communications, Business, or related field (Master's desirable)

Experience and attributes

- Significant experience across marketing and communications
- Demonstrable experience in a senior leadership role
- Proven success in delivering recruitment growth and brand development within a higher education setting.
- Experience managing CRM systems and marketing technology.
- Experience within higher education or a similar regulated sector.

Personal qualities

- A professional, credible, and collaborative leadership style, with the ability to build strong relationships across internal stakeholders, partners, and external audiences.
- Strategic and solution-oriented mindset, with the ability to take ownership of complex challenges and drive effective, data-informed outcomes.
- Commitment to upholding and embedding the Institute's values: Dare to be different; Make it happen; and Don't be mean.
- Strong alignment with and advocacy for the Institute's Purpose, with the ability to translate this into compelling brand and marketing activity.
- Demonstrable commitment to equal opportunities, widening participation, and promoting an inclusive and accessible learning environment.
- Strong organisational and leadership capability, with the ability to manage multiple priorities, lead teams through peak recruitment cycles, and maintain high standards of quality and attention to detail.

Desirable criteria [i.e. the criteria that it is desirable (but not essential) that an applicant should satisfy]

Qualifications

- None

Experience and attributes

- None

Personal qualities

- None

Guaranteed Interview Scheme for applicants with a disability and other related information

We actively encourage applications from persons with a disability.

If an applicant with a disability meets the essential criteria for the job (as set out within the Person Specification), they will be provided with the opportunity to demonstrate their abilities at an interview under our Guaranteed Interview Scheme.

In order to request a guaranteed interview, to obtain documentation in a different format, to ask for support or to discuss any issues around reasonable adjustments, in the first instance, please contact Antony Charles, Head of People and Development at antony.charles@bil.ac.uk. Please refer to our [Staff Recruitment and Development Policy](#) for further information.