



UNIVERSITY OF
LEICESTER

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Director of Marketing



We are Citizens of Change





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Welcome from the President and Vice-Chancellor

Diverse in our makeup and united in ambition –
we pursue excellence in knowledge and learning to
transform our community, our world and beyond.
We are Citizens of Change.



PROFESSOR SIR NISHAN CANAGARAJAH
PRESIDENT AND VICE-CHANCELLOR

Dear Applicant,

Thank you for your interest in this exciting opportunity to help shape the future of one of the UK's most ambitious and forward-thinking universities.

I was delighted to launch the University's Citizens of Change strategy in November 2021. This bold vision commits us to: research-inspired education, world changing research and a focus on people, partnerships, and impact.

At the heart of this strategy are three core values: inclusive, inspiring, and impactful. These values define who we are today and the University we aspire to be in the future.

We believe equity, diversity, and inclusion are essential to creating a thriving place to work and study. With staff and students from over 100 countries, we proudly embrace a rich diversity of perspectives, beliefs, and approaches that enrich both our University and the city of Leicester.

Our recent achievements reflect this commitment to excellence. In the past year, Leicester has been crowned Daily Mail University of the Year 2025 and shortlisted for Times Higher Education University of the Year 2024 and The Times and The Sunday Times University of the Year 2025. We ranked 28th in The Times and The Sunday Times Good University Guide 2026 and climbed from 36th to 33rd in the Complete University Guide. We also secured a top 15 position for student satisfaction in the 2025 National Student Survey and recently ranked 26th globally for Research Quality in the Times Higher Education World University Rankings 2026.

In 2023, we were awarded an overall Gold rating in the Teaching Excellence Framework (TEF), signifying outstanding student experience and outcomes. This places Leicester among a select group of institutions excelling in both teaching and research, reinforced by our top 30 performance in the Research Excellence Framework (REF).

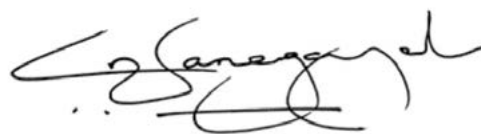
The REF2021 results published by Research England show Leicester moved up 23 places to rank 30th overall, one of the biggest climbs of any UK university. This is our best-ever performance in a research assessment exercise – a testament to the quality and impact of our academics' work and our vibrant research environment

We are seeking an exceptional candidate to join us as Director of Marketing to lead the University's marketing activities and be responsible for developing sector-leading marketing campaigns that enhance and stretch the institution's brand locally, nationally and internationally.

Reporting to the Director of External Relations you will work collaboratively with the Director of the Future Students Office, the Director of Communications and Engagement and the Director of the Attenborough Arts Centre. You will have responsibility for the Brand, Marketing and Digital Engagement teams, circa 40 FTE and will oversee this department by providing day-to-day management direction to meet deliverables and build professional skill sets.

This is a significant and challenging role for a candidate of the highest calibre – someone with vision, drive, and the ability to leave a lasting legacy of achievement.

If Leicester sounds like the place for you, and you have the skills, experience, and ambition to make a difference, we look forward to hearing from you.



PROFESSOR SIR NISHAN CANAGARAJAH
PRESIDENT AND VICE-CHANCELLOR



Our reputation speaks for itself, with global recognition for our discoveries and contributions to advancing knowledge.

About the University of Leicester



The University of Leicester is a dynamic and inclusive institution, celebrated for our inspiring academic programs, ground-breaking research, and supportive community.

Founded over 100 years ago as a symbol of hope for the future, we are the only university in Europe established by its community as a living legacy to those who made sacrifices during the First World War. This is reflected in our motto, *Ut vitam habeant* – ‘so that they may have life.’

Based in one of the UK’s and Europe’s most culturally diverse cities, our identity and mission have been shaped by this rich tapestry. Students and staff from around the globe come together to engage here, contributing an incredible array of perspectives, beliefs, and approaches that enhance both our university and the vibrant city of Leicester.

We play a vital role in the regional economy, serving as a leading employer and an active supporter of music, arts, sports, and culture. Each year, we contribute over £360 million to Leicester’s economy, underscoring our commitment to the community.

Our commitment to excellence is evident in our recent investment of over £500 million, which has transformed our campus into a world-class environment with state-of-the-art facilities designed for the future. This includes the newly developed Freeman’s neighbourhood – a lively space for students to live, learn, and connect.

As Citizens of Change, our researchers are dedicated to tackling some of today’s most pressing challenges, from combating viruses and diseases to improving air quality, protecting our natural environment and promoting social justice. The diversity of our research reflects the rich variety of our community, creating a broad impact on society.

Our reputation speaks for itself, with global recognition for our discoveries and contributions to advancing knowledge. Our standing in the league tables positions us among the leading universities in the UK.

While we take pride in our heritage and accomplishments, the University of Leicester is resolutely focused on the future. Our spirit of discovery inspires innovative thinking, empowering us to seize new opportunities as we embark on our second century.

As our student numbers continue to grow, it is an exciting time to join us as we embark on a strategy refresh halfway through our strategic plan.

16,860
undergraduate
students



£340 million
research portfolio (live grants)
from over 250 funders



4,638
postgraduate
students



4,215
staff



30%
international
students



£396 million
turnover



2025 Statistics



External Relations Division

The External Relations Division (ERD) is responsible for enhancing the University's profile and reputation, meeting our student recruitment and fundraising targets, promoting our research, supporting our international agenda through partnerships and business development, and ensuring that we engage with all University stakeholders – internally, locally, nationally and internationally.

ERD includes the Future Students Office, Marketing, Communications and Engagement and Attenborough Arts Centre.

Marketing

The Marketing division consists of the Recruitment Marketing, Creative and Video, Marketing and Insight, Digital Engagement, Corporate and Research Marketing teams.

The Recruitment Marketing team delivers key student recruitment campaigns and events to support recruitment to undergraduate, postgraduate and distance learning courses attracting prospective students to come to Leicester to study from the UK and from locations around the world.

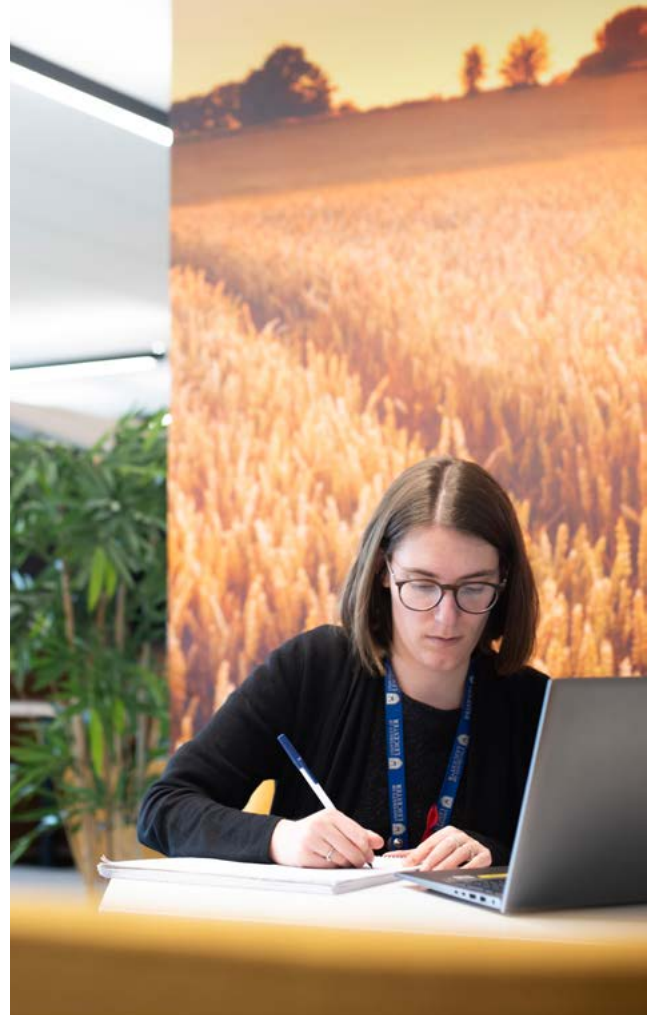
The Creative and Video team are responsible for marketing the external profile of the University across a range of channels. This involves the development of the University's brand identity including the creative, content and design elements, as well as overseeing marketing campaigns and events for student recruitment and research reputation campaigns. The team also offer a professional design and artwork service including print and digital communications, as well as audio and video production.

The Marketing and Insight team provides vital intelligence and insights across Brand, Marketing

and Digital Engagement, to achieve key institutional objectives. The team predicts market opportunities through monitoring and analysing upcoming trends, and horizon scanning. They devise data driven marketing strategies that are applied within and outside of the team across a broad range of projects including course launch. Additionally, they provide guidance and support around best practice for market research.

Our Digital Engagement team is responsible for the performance and effectiveness of the University's digital engagement channels, including our website, apps, social media channels and other emerging digital platforms. The team offers in-house expertise in user experience, digital accessibility and optimisation, architecture and system management, as well as user support and training.

The Corporate and Research Marketing team is responsible for showcasing the University's world-changing research portfolio to build reputation and profile and to develop and delivers key campaigns to showcase the education, teaching and student experience here at Leicester.





The role

Job title:

Director of Marketing

Grade:

10

Department:

External Relations

Hours/Contract:

Full-time, permanent

Location

Hybrid working is possible with a minimum of 3 days on campus and attendance at all key events within the portfolio.

Role purpose

The post holder is responsible for leading the University's marketing activities. The position requires high-level marketing expertise and significant competency and experience in both domestic and international student recruitment marketing. Knowledge and expertise is also required to promote and integrate reputation marketing to effectively position the University's world leading research.

The role is responsible for developing sector-leading marketing campaigns that enhance and stretch the institution's brand locally, nationally and internationally.

The position requires exceptional understanding of university-wide marketing challenges and opportunities, the ability to manage university-wide resources, and the capability to build collaborative relationships with senior stakeholders across the University to achieve co-delivery.

The Director of Marketing is responsible for the following teams:

- Recruitment Marketing
- Creative and Video
- Marketing and Insight
- Digital Engagement
- Corporate and Research Marketing Team

Resources managed

Reporting to the Director of External Relations you will work collaboratively with the Director of the Future Students Office, the Director of Communications and Engagement and the Director of the Attenborough Arts Centre. You will have responsibility for the Brand, Marketing and Digital Engagement teams, circa 40 FTE and will oversee this department by providing day-to-day management direction to meet deliverables and build professional skill sets.

Main duties and responsibilities

Strategic responsibilities

The role will make a significant impact on long-term direction, strategy and objectives of the University by undertaking the following:

- Lead the development and implementation of global marketing plans that support student recruitment target delivery and the reputation building ambitions of the University.
- Oversee and manage the University's brand – Citizens of Change – and associated trademarks to maximise impact and build equity.
- Lead the University's research marketing strategy to promote the University's world-changing research.
- Lead, in partnership with the Director of the Future Students Office, student recruitment marketing campaigns, initiatives, open days and events ensuring high levels of engagement with future students and that targets are achieved.
- Underpin all planning and strategy with key performance metrics to ensure strategic effectiveness and evaluate target segmentation, tactics and channels in accordance with levels of effort and financial investment.
- Lead the development and innovation of the University's external facing website and digital channels, to ensure the platform is continuously optimised and meets the needs of both internal and external stakeholders.
- Lead and develop a comprehensive and highly creative content strategy that underpins all content development across the University and delivers for all stakeholders.
- Oversee all creative design including in-house and out-sourced work to deliver brand consistency and high quality execution.

- Manage key supplier relationships driving high quality outputs and services and value for money.
- Lead market innovation through highly effective market insight and data analysis to create sector leading responses to recruitment opportunities and challenges (including pricing, benchmarking, portfolio development).
- Drive innovation in marketing activities with a particular focus on AI and automation to deliver sector leading results whilst managing resources efficiently.

Leadership responsibilities

- Lead and inspire a team of marketing and digital professionals ensuring that the department has an entrepreneurial culture and that staff are supported, developed and are experts in their field.
- Promote the development of collaborative, cooperative and productive working relationships with Head of College, Heads of School, and Directors of PS Divisions to deliver effective integration with other teams to promote a unified professional marketing network across the University.
- Sensitively manage, with political acumen and judgment, the relationships with other External Relations Divisions.
- To ensure that all plans are produced on data and evidence, are high impact, meet strategic imperatives and are within financial and budget constraints.
- Play an active and engaged leadership role across the Marketing team, the wider senior leadership of External Relations, and the broader University.
- Draw on project management methodologies and the use of automation to effectively control and manage resources, issues, risks, dependencies and changes in scope associated with large, complex marketing projects and execute from conception to final delivery.
- Prepare specialised reports, presentations, correspondence, recommendations and advice for senior management on issues related to major marketing projects including ways to mitigate risk associated with reputational and financial planning.

Internal and external relationships

Internal stakeholders:

- Colleagues at all levels across all academic Schools Departments and Colleges.

- Colleagues within the Division of External Relations.
- Colleagues in other divisions of Professional Services.
- Professional Services Directors.
- Executive Board.

External stakeholders:

- Local, national and international organisations that play a part in the marketing and student recruitment.
- City marketing.
- Design and advertising agencies.

Planning and organising

- Plans and organises all resources of the service.
- Articulates service strategy and associated plans and priorities.
- Ensures service strategies are aligned to University of Leicester Strategic Plan.
- Makes effective use of new technologies and automation to organise marketing activities.

Qualifications, knowledge and experience

Essential

- Educated to degree level (or equivalent), ideally with a CIM or CIPR qualification.
- Significant experience of strategic marketing gained at a senior level within a large, complex organisation, including experience in higher education.
- A demonstrable understanding of integrated marketing, including new and emerging communication technologies.
- Brand management and development experience in a large organisation.*
- Experience of successfully managing all aspects of a large, complex and organisational-wide projects from inception through to completion.*
- Extensive and broad experience in leading, motivating and developing a team of professionals to achieve organisational objectives, supporting a positive and entrepreneurial culture within the department.*
- A clear understanding of the student recruitment and admissions cycle.

- Experience developing highly creative solutions and campaigns which support the delivery of student recruitment targets and growth strategies.
- A demonstrable understanding of the higher education sector including current challenges and the international context.

Skills, abilities and competencies

Essential

- Exceptional communication and relationship management skills, including the ability to interact, influence and negotiate at senior levels within and outside the University commanding authority and demonstrating strategic marketing expertise.
- Ability to lead major marketing and/or student recruitment projects to a successful conclusion and experience of managing complex change.*
- Proven outstanding planning and organisational skills, with experience establishing priorities, allocating resources and meeting deadlines whilst working under pressure in a large, complex organisation.
- Proven ability to deliver against targets/KPIs/results with a growth mindset.*
- Experience developing and delivering data driven campaigns and initiatives.
- Excellent leadership skills with the ability to 'manage managers', achieve results through others and motivate staff.
- Outstanding interpersonal skills, including the ability to explain innovative solutions and processes to complex marketing issues.
- Ability to work effectively with staff and teams at all levels of the University and empathy for academic values, the academic endeavour and especially for students.
- Strong interpersonal skills with the ability to motivate, negotiate, influence and network both nationally and internationally.*
- A commitment to the University's values, aims and objectives. A high degree of personal integrity.
- Ability to take an innovative and creative approach across areas of responsibility.

***Criteria to be used in shortlisting candidates for interview.**

Criminal declaration

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.

Supporting university activities

As a University of Leicester citizen, you are encouraged to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We encourage all staff as citizens to work flexibly across the University if required. If supporting these activities is likely to affect your workload, please speak to your line manager in the first instance.

University values

Inclusive – We are diverse in our makeup and united in ambition. Our diversity is our strength and makes our community stronger.

Inspiring – We are passionate about inspiring individuals to succeed and realise their ambitions. We challenge our community to think differently, to get involved, and to constantly embrace new ideas.

Impactful – As Citizens of Change we will generate new ideas which deliver impact and empower our community.

Equity and diversity

We believe that equity, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equality support our efforts to attract a diverse range of high-quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equity, diversity and inclusion.

How to apply

Applications should consist of a full academic curriculum vitae detailing relevant qualifications and experience, full employment history and achievements. CVs should be accompanied by a covering letter describing briefly how candidates meet the criteria outlined in the person specification, why the appointment is of interest and what they believe they can bring to the role.

Applications can be made through our recruitment system Eploy. Please click on the below link to apply:

<https://jobs.le.ac.uk/vacancies/13948/director-of-marketing.html>

The deadline for applications is midnight on 11 October.

First stage interviews are anticipated to be w/c 26 October 2026 and final stage interviews are w/c 9 November 2026.





Living in Leicester

Leicester, Leicestershire and Rutland are rich in culture, heritage, and leisure activities, from our vibrant multicultural city, to the beautiful market towns and rural villages.

Often described as the heart of rural England, the area features beautiful country villages, the National Forest, great rivers and castles and a cosmopolitan city centre, making it an exciting and diverse place to live and work.

Leicester is one of the UK's ten largest cities and represents the largest economy in the East Midlands region. It has a bustling and diverse atmosphere and recent regeneration (to the tune of £3 billion) has made this cosmopolitan city even more exciting. Leicester is home to the state-of-the-art Curve theatre, as well as large and multicultural festivals. It is famous for its diversity and offers an amazing chance to dive into many different cultural

celebrations. Leicester celebrates Diwali (the Festival of Light) with spectacular lights, stunning street parades and dazzling fireworks. This is attended by 35,000 people and is the largest celebration of the festival outside of India. The city also hosts an annual Pride Parade (Leicester Pride), a Caribbean Carnival and the largest comedy festival in the UK.

The University, working in close partnership with the city, has been the inspiration behind two of Leicester's most famous tourist attractions. The award-winning National Space Centre – the UK's largest attraction dedicated to space exploration – and the King Richard III Visitor Centre which retells the dramatic story of the University's discovery of England's most infamous King. Leicester is well-known as a sporting capital – hosting the country's best-supported rugby team the Leicester Tigers as well as Leicester City Football Club and Leicestershire County Cricket Club.

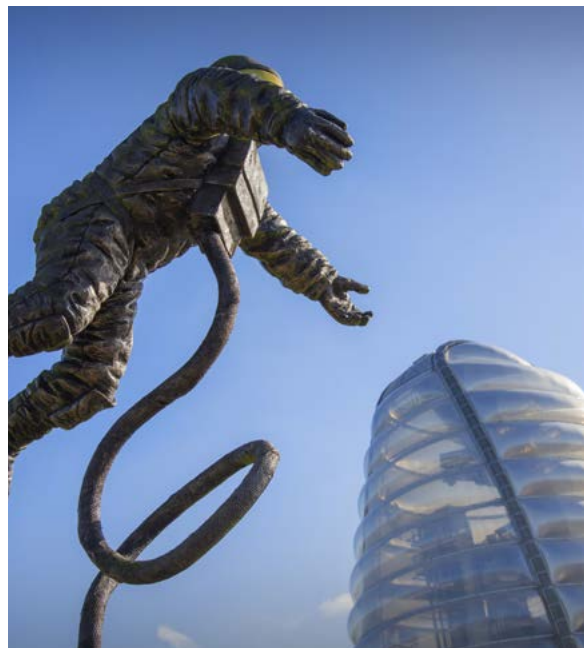
The city benefits from a large number of public parks including Abbey Park and also Victoria Park which is adjacent to the University. Leicester is steeped in history, dating back to the original Iron Age settlement which was to become an important Roman trading centre with a commanding position on one of Britain's



Leicester represents the largest economy in the East Midlands region.

most important routes – the Fosse Way. Leicester's manufacturing industry reached its height in the 20th century, driven by world-renowned hosiery, textile, and footwear enterprises that shaped the city's identity and powered its economic growth.

On Leicester's doorstep is the National Forest, offering cycling, riding and walkways, adventure activities and some of the most impressive landscapes in the region, including Charnwood Forest and Swithland Reservoir. To the east is Rutland Water, one of the largest man-made reservoirs in Europe, which supports a wide range of water sports. Leicester and the surrounding region offer a wide choice of property to buy or rent. In the city itself, there is a diverse mix of housing and apartments. Both new and older properties, including substantial homes, can be found in leafy parts of Leicester within easy reach of the University. Alternatively, there is property available in the attractive villages and market towns in Leicestershire and Rutland such as Market Harborough and Oakham. House prices are markedly less than those in London.





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