



Job Title: Head of Strategic Communications and Marketing – Space Park Leicester

Grade: 8

Salary: £44,045 to £49,553 per annum

Department: Science Parks

Hours/Contract: Full-time, permanent

Job Family: Management and Administration

Reference: 2259

Role Purpose

This is an exciting opportunity to lead the strategic comms and marketing of a new £100m+ transformational asset in Leicester. Working on a day-day basis with the Chief Executive of Leicester Science Parks, and linking with the Chief Marketing and Engagement Officer of the University, you will develop, direct and oversee the strategic marketing and communications for Space Park Leicester.

You will be providing strategic, creative, production, brand and content project management expertise as you work with senior stakeholders to deliver the ambitious plans for Space Park. Key areas of accountability will include:

- Promoting and managing brand and narrative, holding accountability for all marketing channels;
- Ensuring marketing material clearly articulates our value-offer; that it resonates with target audiences and will drive delivery of Space Park business targets.

You will be responsible for setting up the process and governance regarding brand guardianship, content and editorial management and will work closely with the External Relations Division of University of Leicester to ensure brand synergy and to maximise reputational opportunity.

Main Duties and Responsibilities

Strategic marketing and communications

- Through understanding both the strategic drivers for the University in establishing the Space Park as well as the business case, create and deliver a cohesive marketing and comms strategy;
- Brand guardianship and promotion;
- Understand the primary audiences for the Space Park comms and marketing and devise and deliver appropriate and timely campaigns using the most relevant channels for that audience;
- Ensure up to date information is provided across all relevant channels, both digital and print. This will include all information channels within the Space Park itself;
- Ensure an integrated, cohesive and consistent approach to all the announcements and value-offers emanating from Space park;
- Drive and ensure quality across all output
- Ensure coherence of the marketing and messaging of Space Park Leicester with wider University initiatives as appropriate, working with the External Relations Division to ensure University wider branding, marketing and messaging is considered.





Stakeholder Management

- Proactively build relationships with internal and external stakeholders, in particular maintaining a network of stakeholders that will allow the target audience needs and context around the Space Park at any one time to be better understood and therefore marketed. External stakeholders will include industry (both large and small) as well as Local and National Government, including MPs;
- Develop and maintain a strong relationship with the CEO Science Parks, advising in a timely manner on messaging and positioning for any external engagement, being on top of and mindful of the external context at that point in time;
- Ensuring that all marketing and comms collateral recognise relevant external stakeholders as appropriate;
- Develop and maintain a strong relationship with the University Comms and Marketing team, ensuring that Space Park outputs are aligned where appropriate;
- Develop and maintain a close working partnership with the Heads of Business Development, ensuring that marketing collateral reflects the target audience's needs;
- Create and maintain a high-quality network of contractors who could supply tailored material to the Space Park and specific projects as appropriate e.g. delivering a specific digital marketing campaign. It will be expected that advice and relationships from the University's comms and marketing team are leveraged and utilised as appropriate;
- Establishing and maintaining an excellent relationship with SPL industrial partners and key academics, ensuring information is flowing to allow up to date and impactful information to be developed and released

Brand, Channel, Output and Campaign Management

- The Space Park's Brand, will need to be created, suitably protected, developed and promoted across all relevant channels, with the post holder doing this in a way that is consistent with the University and its' values;
- Develop and promote the Brand in a way that is consistent with the potential branding of the broader physical area and the institutions present. This may mean the post holder leading discussions on behalf of the University for the brand and marketing strategy for a much larger physical area, encompassing various institutions including that of the University
- The post holder will be responsible for the strategy, quality and substance of all content across all channels, both conventional and digital (print; social media; web) including all channels within SPL itself;
- Ensuring awareness of external events and trends, identifying opportunities and risks for Space park branding and messaging;
- Devise, lead and deliver compelling comms and marketing material for all specific campaigns, some of which will be known in advance whereas others will be reactive. This can range from presence at highly visible external events such as Party Conferences, through to smaller ad-hoc campaigns. The Post Holder will need to assign strategic priority to the workload, ensuring that the highest value campaigns are prioritised

Team and effectiveness management





- Recruit (as appropriate) and Performance Manage a team of direct reports
- Be responsible for devising, implementing and improving all systems and processes associated with comms and marketing, drawing on improvements from within External Relations as appropriate
- Undertake “customer journeys” to identify improvement areas for 3rd parties engaging with Space Park
- Establish agile, fit-for-purpose processes and procedures in SPL, interfacing with the External relations Division as appropriate

Internal and External Relationships

The post holder must be able to quickly build up good relationships and credibility with a range of stakeholders, including senior stakeholders internally and externally:

- President and Vice-Chancellor
- CEO Leicester Science Parks
- All PVCs and in particular Research and Enterprise; College Science and Engineering and College Life Sciences
- Senior representatives from the University Comms and Marketing department
- Local stakeholders such as Head of LLEP; City Mayor; Chair and Directors of the Midlands Engine
- Senior Central Government Stakeholders including BEIS; FCO; DIT; UKRI; OLS
- Senior representatives from industry
- Senior sector stakeholders including Catapults; UK Space Agency
- Senior International Stakeholders including Foreign Embassy Ministers and Officers
- Maintain a network of contacts through established and routine connections, knowing who to liaise with on key issues both internally and externally

Build a network of peers from similar Science Parks to share and incorporate best practice

Planning and Organising

- Planning for and implementing effective comms and marketing campaigns;
- Ensuring quality collateral is produced on time for all events;
- Planning workload to ensure balance across all key accountabilities;
- Planning and implementing recruitment and managing team and staff development as required;

Qualifications, Knowledge and Experience

Essential

- Degree educated
- Experience working in a complex environment in a comparable role*
- Evidence of creating and promoting a brand, in addition to devising and delivering a marketing and comms strategy, from an early stage of institutional maturity*
- Advanced knowledge of digital marketing*
- Knowledge of emerging marketing approaches*





- Experience of planning and delivering high-profile campaigns*

Desirable

- Experience of leading a team and line managing other members of staff
- Marketing qualification
- Knowledge of the science and business eco-system of the Space or Life Sciences sector, or a comparable “high tech” industry

Skills, Abilities and Competencies

Essential

- Excellent interpersonal and communication skills (both verbal and written*) with the ability to liaise and influence effectively with a broad range of senior internal and external stakeholders
- Desire to work both strategically and be “hands-on” with delivery
- Ability to prioritise and deal with high volumes of work without supervision
- Excellent organisational and planning skills,
- Ability to move seamlessly from strategic discussions to detail handling
- Ability to assess data and information, highlighting strategic trends and propose relevant action
- Ability to maintain accuracy and attention to detail in a busy working environment
- Ability to create, high-quality, compelling output under tight time constraints
- Financial awareness
- Willingness to work flexibly and as part of a team

****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.

VITAL

The University encourages all staff to live our [VITAL values](#) which are:

Valuing People, Innovators, Together, Accountable, Leaders.

Equality and Diversity

We believe that equality, 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 equality, diversity and inclusion.

