UNIVERSITY OF PLYMOUTH

Role: Chief Marketing & Growth Officer

Level: University Executive Group

Reports to: Vice-Chancellor

Direct responsibility for: Marketing & Communications, Plymouth Global, and Enquires and Admissions Service, and working closely with Research, Partnerships and Innovation.

Role Summary:

The Chief Marketing & Growth Officer (CMGO) is responsible for shaping and delivering the University's integrated growth, marketing, external engagement, and communications strategies.

As an executive level leader, you will provide strategic, empowering and compassionate leadership to the teams within your portfolio, striving for excellence in delivery whilst ensuring a healthy and productive team environment.

You will be accountable for shaping and driving the University's strategy for sustainable student-related and education-led growth, increasing student numbers and income, expanding domestic and global reach, and developing new markets, partnerships and sources of education-related revenue.

In this role, you will be instrumental in positioning the University as a distinctive, confident and connected Institution, enhancing our differentiated brand presence to maximise impact and reach. As the University's brand guardian, you will ensure that our reputation and market positioning resonate powerfully and authentically with target audiences worldwide.

With direct accountability for student recruitment and related growth, you will lead efforts to optimise marketing investments, ensuring they yield measurable returns in pipeline development, student acquisition, and long-term institutional growth. You will oversee market intelligence and, together with colleagues, will identify emerging opportunities to shape innovative education partnerships, new products, services, and delivery models that strengthen Plymouth's competitive edge.

Your leadership will be critical in leveraging our network of regional, national, and global partners, supporting the University to thrive through partnering at scale while also delivering value for our city, region, and country.

Key Accountabilities

1) Strategic Leadership & Governance

- Provide strategic, empowering and compassionate leadership to the teams within your portfolio, striving for excellence in delivery whilst ensuring a healthy and productive team environment.
- Work collaboratively with the University Executive Group (UEG), and other senior leaders to shape and implement strategies which support the University's strategic ambitions and which are contextualised for the operating context for the HE sector.
- Ensure effective governance, regulatory compliance and management of institutional risk across the portfolio, maintaining high standards of assurance and accountability
- Champion and embed University of Plymouth policies, including financial management, health & safety, people and equality & diversity, ensuring they are fully integrated into all operations.

2) Brand & Reputation Management

- Review and refine the University's positioning and brand identity, strengthening its national and global market position and act as the Institution's brand custodian.
- Enhance the University's reputation by acting as a key ambassador in local, national, and international engagement.
- Ensure the University's communications and content consistently reinforce its positioning, brand identity and strategic narrative across audiences and channels.
- Strengthen media and public relations, ensuring the University maintains a strong, positive, and high-profile presence across traditional and digital channels.

3) Marketing Strategy & Student Recruitment Growth

- Own and integrate the University's strategy for student-related and education-led growth, providing a single point of Executive accountability for the overall growth plan while recognising that responsibility for delivery will often sit outside of your direct control.
- Build shared ownership, align priorities and use influence to ensure activity across the University contributes coherently to agreed growth objectives.
- Provide the market and commercial insight that informs development of the University's academic portfolio, identifying changing learner and employer demand, underserved markets, new modes of delivery and opportunities for sustainable growth.
- Lead the strategic development of marketing and commercial initiatives that support portfolio innovation, program expansion, and new market opportunities.
- Engage proactively with corporate, governmental, and sectoral stakeholders to enhance the University's external collaborations and reputation.
- In close partnership with Research, Partnership & Innovation (RP&I), build and leverage strategic partnerships to accelerate commercialisation opportunities, ensuring the University's research, education and innovation strengths are translated into tangible commercial, societal and reputational impact.

4) Financial & Resource Management

- Hold executive accountability for agreed student-number and education-related income growth plans, working in partnership with Faculty leadership and other University leaders who hold responsibility for delivery. Translate strategic ambition into clearly defined targets and measurable commercial outcomes, identifying and addressing barriers to delivery.
- Ensure optimal return on investment from marketing and brand budgets, prioritising

spend for maximum impact on student recruitment and market positioning

5) **People Leadership & Organisational Development**
   - Provide visible, purposeful and inclusive leadership, building high-performing teams with the confidence, capability and empowerment to innovate, collaborate and deliver outstanding outcomes."
   - "Build strong cross-University relationships and shared ownership of growth, connecting Faculties and Professional Services around common objectives and breaking down organisational barriers to delivery.

Person Specification

Knowledge, Education and Training:
• Educational attainment at higher education level (or demonstrable equivalent experience). • Professional qualification in marketing, communications or another relevant discipline and/or professional membership at an appropriate level of a relevant professional body (i.e., CIM) • Evidence of continuing professional development
Experience • Executive-level leadership in a large complex organisation. • Significant growth, marketing, brand and commercial experience. • Track record of repositioning a significant organisation or brand. • Leadership of major marketing/commercial investment. • Leadership and development of substantial multidisciplinary teams. • Evidence of working through others to deliver enterprise-wide outcomes. **Skills and capabilities** • Exceptional strategic and commercial judgement. • Sophisticated use of data, market and competitor intelligence. • Ability to influence across organisational boundaries without direct authority. • Ability to translate strategy into measurable outcomes. • Outstanding communication, influencing and relationship-building skills. • Ability to operate confidently through complexity, ambiguity and change
Behaviours • Demonstrates self-leadership • Develops self and others to deliver • Leads and operates in times of change and ambiguity • Builds and secures value from relationships • Drives innovation and action • Creates and contributes to a shared vision • Creates a culture of 'can do' and problem solving • Uses sound business and commercial judgement