

London Universities Purchasing Consortium

Marketing Manager

Candidate Information Pack



November 2014

About LUPC

Founded in 1968, London Universities Purchasing Consortium (LUPC) is a genuine 'shared service': a professional buying organisation owned by its Members, for its Members.

We are a not for profit company limited by guarantee whose 66 full Members comprise principally educational institutions focusing on higher education (HE) but also include further education (FE) and other public sector organisations such as museums and galleries.

The Consortium is responsible for the development and management of EU-compliant supply agreements on behalf of the membership. These agreements can be used by buyers within our membership to purchase a wide variety of commonly bought goods and services – from laboratory gases to library books and legal services – saving them time in their own tendering and, through pooling Members' spending power, generating increasing year-on-year savings. We currently have over 100 agreements in place, and LUPC Members spent £186m through our agreements last year, collectively saving them £30.5m.

LUPC is one of six customer-focused high education consortia in the UK and serves Members largely from within the M25. Funded mainly from membership subscriptions, Members receive a savings return on their investment averaging 96:1, in what are increasingly challenging times for them.

LUPC is governed by a Board and an Executive Committee, both democratically elected by Member institutions. The Board appoints the Director and is responsible for the strategic direction of the Consortium while the Executive Committee is made up of procurement professionals drawn from Member Institutions and decides on the Consortium's operational priorities.

In February 2015, our current Head of Membership who is responsible for marketing and member relations will be going on maternity leave. We are looking for an experienced and creative marketing professional to maintain the LUPC marketing function and implement planned projects and improvements. The post-holder will need to be a confident and experienced self-starter who is able to work closely with the Director and our highly professional team over a very busy 2015.

This pack includes the job description, person specification and instructions for applying.

Marketing Manager

Central London, c£40k

London Universities Purchasing Consortium (LUPC) is a not-for-profit professional buying organisation owned by its Members, for its Members.

In these challenging times, universities, colleges and other not-for-profit organisations in the arts, sciences and cultural sectors are looking to buy more goods and services together to maximise value for money and generate savings. LUPC is responsible for the development and management of collaborative purchasing agreements on behalf of its 66 Members, and this advertised role will be responsible for marketing our agreements and services to the membership, to increase their take-up and wider benefits.

Whilst we are open to accepting new applications for membership, our current marketing strategy is to focus resource on increasing take-up of existing agreements within our current membership base, and deepening engagement and awareness of LUPC agreements among wider member stakeholders.

We are looking for an experienced and creative marketing professional to maintain the LUPC marketing function and drive planned improvements forward during a nine-month maternity contract. The post-holder will need to be a confident and experienced self-starter who is able to work closely with the Director and our highly professional team over a very busy 2015.

You'll be a graduate with a proven flair for managing stakeholder relationships, able to manage and deliver implementation of a creative marketing strategy to promote the Consortium to new and existing Members, including taking ownership of our website, publications and programme of Member events.

The Marketing Manager will be solely responsible for managing the marketing function so must demonstrate relevant experience and the confidence to make decisions in consultation with our wider Contracts team, and independently. They must be an excellent and calm organiser, able to independently project manage diverse activities across the website, social media, publications and events.

In return, we offer a small, friendly team environment at our offices in Bloomsbury, a competitive salary and generous holiday entitlement.

To apply, please send your CV and covering letter to Laura Compton, Head of Membership, l.compton@lupc.ac.uk. The closing date is Monday 24th November 2015, 5pm.

- b) To commission and manage outside agencies including printers, graphic designers, web consultants etc.
- c) To liaise with suppliers to ensure their external agreement promotional materials are in keeping with LUPC's branding and maintain consistency in the Consortium's corporate identity. This would involve quality control of materials bearing the LUPC logo.

3. Website

- a) To develop, maintain and update on a regular basis a bright, attractive, useful and informative Consortium website taking into account Member, regional and national requirements.
- b) To write and issue a monthly eBulletin to promote the Consortium, events, agreements and communication with Members.
- c) To keep up to date with the latest developments in technology and to apply them as appropriate. There will also be continued close liaison with the service provider which hosts the website, to ensure the overall website uptime and security are consistent and to a high standard.
- d) Managing the Consortium's social media accounts (Twitter, LinkedIn) and actively sourcing and posting regular content to these sites.
- e) Managing the sales, delivery and management of paid-for online supplier advertising on the LUPC website.

4. Events:

- a) To manage the marketing and operational delivery of LUPC's annual Conference and Exhibition.
- b) To co-ordinate and manage regional (and, on occasions, national) events including seminars, workshops and exhibitions relating to Consortium agreements or other procurement themes.
- c) To work with the Senior Contract Managers to continually develop and extend the range of events to meet the needs of Members.
- d) To represent the Consortium at outside events and exhibitions.

5. Training:

- a) To plan, book, promote and deliver training courses that fall outside the remit of the Higher Education Procurement Academy for LUPC Members.

6. Any other tasks as delegated by the Director from time to time, including (but not limited to):
- a) Provide ongoing marketing and communications support and advice to national programmes.
 - b) Line manage the LUPC Procurement Analyst, Team Administrator and (as required) the student intern.
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E. Job Requirements

See Appendix: Person Specification.

F. Chain of Responsibility

- 1. Reports to: Director, LUPC
 - 2. Responsible for: support staff of 2 FTE and a part-time student intern.
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G. Dimensions

LUPC has 9 staff and an annual turnover of £940,000. Annual spend by 66 Members through its supply agreements is c£186m. The total budget for marketing is designed to be largely self-generating through advertising, sponsorship and exhibitions.

Signed:



Andy Davies, Director

Person Specification

The Person Specification for this role is set out in the Appendix.

Nature of Appointment

This position is a temporary contract, covering a nine-month maternity leave (Feb – Nov 2015)

Application Process

To apply, please send your CV and covering letter to Laura Compton, Head of Membership, l.compton@lupc.ac.uk

Timetable

Closing date for applications	Monday 24 th November 2015, 5pm
Interviews	Tuesday 2 nd December 2015

Questions

If you have a particular question to ask about the post you can email Laura Compton, Head of Membership, l.compton@lupc.ac.uk

APPENDIX: PERSON SPECIFICATION

Applicants should note that they will need to demonstrate that they possess the qualities set out in the person specification with reference to the specific post. During the appointment process, you should specifically outline how your experience, professional background (including qualifications and/or membership of any relevant professional body) and current knowledge fits the requirements for the post.

ATTRIBUTES	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
EXPERIENCE	<ul style="list-style-type: none"> • Proven experience of managing stakeholder and/or customer relationships. • Experience of implementing a marketing strategy. • Experience of managing and developing a complex website. • Experience of managing outside agencies. • Understanding of print and design processes—including full project management of regular publications from planning to distribution. • Strong copywriting, editing and proof-reading skills. • Experience of planning, managing and delivering events and training. In particular, operational experience of delivering conferences and exhibitions (150+ delegates). • Experience of managing social media, including blogs, Twitter and LinkedIn. • Line management experience. 	<ul style="list-style-type: none"> • Experience of working in a membership organisation. 	Curriculum Vitae and selection process.

ATTRIBUTES	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
QUALIFICATIONS	<ul style="list-style-type: none"> • Educated to degree level. 	<ul style="list-style-type: none"> • A professional, academic or management qualification at degree level relevant to the skills and abilities required for the job. (Candidates must demonstrate relevance to the specific job). • A recognised marketing or communications qualification would be desirable. (Candidates must demonstrate relevance to the specific job). 	Curriculum Vitae plus certificate / document checks.
TRAINING		<ul style="list-style-type: none"> • Able to demonstrate recent and continuing professional and personal self-development including leadership skills, management training and equal opportunities. 	Curriculum Vitae and selection process.
KNOWLEDGE	<ul style="list-style-type: none"> • Demonstrable knowledge of stakeholder management techniques. • Knowledge of web CMS to maintain and improve the LUPC website, and utilise e-marketing tools. • Knowledge of the following software applications: MS Word, MS Excel, Adobe Indesign, Adobe PhotoShop. 	<ul style="list-style-type: none"> • Understanding of Higher Education issues/agenda, equality, diversity, socio-economic and environmental sustainability. • Experience of implementing and managing a CRM system. 	Curriculum Vitae and selection process.

ATTRIBUTES	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
CIRCUMSTANCES – PERSONAL	<ul style="list-style-type: none"> • Must be legally entitled to work in the UK. 		Curriculum Vitae and selection process.
DISPOSITION – ADJUSTMENT / ATTITUDE	<ul style="list-style-type: none"> • Ability to deal with people at all levels, with excellent communication and networking skills. • Self-sufficient and confident to make marketing decisions on behalf of the Consortium. • Able to demonstrate sound judgment and confidentiality in working in a commercially sensitive environment, with a high degree of personal and professional probity and integrity. • Capacity to work under pressure, meet deadlines, prioritise and manage own workload, satisfy objectives and organisational priorities. • Ability to work as part of a small, highly-focused team, and willing to 'pitch in' when necessary. 		Assessment during selection process.

ATTRIBUTES	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
PRACTICAL & INTELLECTUAL SKILLS	<ul style="list-style-type: none"> • Ability to manage and work within a largely self-generating budget. • Ability to see projects through all stages, from concept to final product. • A persuasive communicator with an ability to present ideas on a range of issues and excellent in both written and oral forms of communication. 	<ul style="list-style-type: none"> • Ability to develop and implement training programmes. 	<p>Curriculum Vitae</p> <p>Assessment during selection process.</p>
PHYSICAL / SENSORY	<ul style="list-style-type: none"> • Must be able to perform all duties and tasks with reasonable adjustment, where appropriate. 		<p>Discussion at interview.</p>