



LIVERPOOL
HOPE
UNIVERSITY

1844

Recruitment Pack

Executive Director of Marketing and Brand

Job Reference: 4BMRA1

Closing date: 26th October 2026 at 5.00 pm

www.hope.ac.uk





POST: Executive Director of Marketing and Brand

STARTING DATE: TBC

SALARY RANGE: Competitive

TYPE OF CONTRACT: Fixed Term until 31st March 2027

WORK PATTERN: Full time

REPORTS TO: PVC Marketing Recruitments and Admissions

The Post

Liverpool Hope University is seeking an exceptional and visionary leader to join our senior leadership community as Executive Director of Marketing and Brand.

This is a unique opportunity to lead and transform the University's marketing, brand, reputation and digital agenda at a pivotal point in our development. As a values-led institution with ambitious plans for growth, innovation and sector influence, we are looking for a strategic leader who can strengthen our institutional profile, enhance stakeholder engagement and position Liverpool Hope University for long-term success.

Working closely with the Pro Vice-Chancellor, Vice-Chancellor and Executive Board, you will provide executive leadership across all aspects of brand strategy, reputation management, marketing effectiveness and digital transformation, ensuring our external profile reflects the excellence of our teaching, research and student experience

About the role

As the Executive Director of Marketing and Brand here you will;

- Lead the development and delivery of an ambitious institutional brand and reputation strategy.
- Strengthen the University's market position and enhance brand equity across key stakeholder groups.
- Direct strategic marketing activity to support recruitment, engagement and growth objectives.
- Champion a major digital transformation programme, including the redevelopment of the University's website and enhancement of the wider digital estate.
- Provide expert strategic advice to senior leaders on marketing, reputation and institutional positioning.
- Develop strong partnerships across the University and with external organisations, agencies and sector bodies.
- Build organisational capability in marketing and brand management.
- Act as an external ambassador for Liverpool Hope University, contributing to national discussions and sector developments.

About you

We are seeking someone with significant experience operating as a senior leader level within a complex organisation. You will bring;

A strong track record of leading major brand programmes.

- Extensive experience in strategic marketing, linking to wider organisational aims such as growth focused recruitment activity.

- Expertise in digital transformation, including website redevelopment and governance.
- Experience working with executive boards, governing bodies and senior stakeholders.
- Outstanding communication, influencing and relationship-building skills.
- Credibility, resilience and the ability to lead organisational change at scale.
- A commitment to fostering high-performing teams and collaborative cultures.

Why should you choose Liverpool Hope University?

Liverpool Hope University is a values-driven institute. We are committed to providing an outstanding educational experience, developing the whole person and making a meaningful contribution to society through teaching, research and community engagement.

By joining us, you will have the opportunity to influence institutional strategy, lead transformational change and help shape the future direction of a university with a strong sense of purpose and ambition.

For an information discussion about the role, please contact; Clare Beckett, PVC for Marketing Recruitment and Admissions via becketc1@hope.ac.uk

Job Description/Key duties of the post

Job Title	Executive Director of Marketing and Brand
Subject/Service Area	Marketing, Recruitment and Admissions
Reports to	PVC Marketing, Recruitment and Admissions
Accountable To	Vice Chancellor and Rector

Purpose of Job

To provide executive leadership for Liverpool Hope University's marketing, brand, reputation and digital transformation agenda, shaping and enhancing the University's institutional profile, market position and stakeholder engagement. The postholder will lead the development and implementation of strategic initiatives that strengthen brand equity, support recruitment and growth objectives, drive digital innovation and ensure the successful delivery of transformational programmes, including the University's brand refresh and website redevelopment, in alignment with institutional priorities, ambitions and overall strategy.

Main Duties and Responsibilities

1. Provide executive leadership for the development and delivery of the University's brand and reputation strategy, establishing a distinctive market position that strengthens institutional standing, supports strategic ambitions and ensures alignment between the University's mission, values and external profile.
2. Lead the development and governance of the University's institutional brand strategy, ensuring robust frameworks, standards and assurance mechanisms are in place to protect, strengthen and enhance the University's identity and reputation across all channels and stakeholder groups.
3. Direct the University's strategic marketing approach, ensuring alignment between brand, recruitment, engagement and growth objectives, and overseeing the evaluation of marketing effectiveness, return on investment and market performance.
4. Act as the principal advisor to the Pro Vice-Chancellor, Vice Chancellor, and Executive Board and governing bodies on matters relating to brand, reputation, marketing and institutional positioning, presenting strategic recommendations, progress updates and performance insights as required.
5. Provide executive oversight of external partnerships and agency relationships, ensuring the effective procurement, governance and performance management of suppliers and the achievement of strategic objectives and value for money.
6. Sponsor and provide executive leadership for the University's digital and website transformation programme, ensuring delivery supports institutional priorities, enhances stakeholder experience and strengthens the University's competitive position.
7. Establish effective governance, assurance and decision-making arrangements for major marketing, brand and digital initiatives, ensuring risks, dependencies and organisational impacts are appropriately managed.
8. Lead engagement with senior stakeholders across the University and externally, building strategic partnerships and securing organisational commitment to brand, marketing and digital transformation objectives.
9. Ensure the successful adoption, embedding and continuous enhancement of the University's digital estate, supporting recruitment, reputation, engagement and user experience outcomes.
10. Provide strategic leadership for the Marketing and Brand strategy and function, fostering a high-performing and collaborative culture that enables innovation, professional excellence and continuous improvement.

11. Support the Director of Corporate Communications and Marketing in their management of the Corporate Communications and Marketing Team as and when required.
12. Build organisational capability, capacity and confidence in marketing, communications and brand management, leading cultural and organisational change to support the successful delivery of institutional priorities with support of the Director of Corporate communications and Marketing.
13. Attend conferences and events to build relationships with industry partners, as well as supporting the identification of new trends.
14. Develop and maintain an external leadership profile. Engage with relevant national debates and industry bodies and use these to further develop the University's Marketing and Brand strategy.

Regular contacts (internal / external)

University Executive Board (including the Vice-Chancellor's Office)
PVC Marketing, Recruitment and Admissions
Director of Corporate Comms and Marketing
Director of International Development
Director of Student Futures
Head of UK Student Recruitment
Head of Admissions
Academic Heads of School

Staff Reporting to Post holder

Director of Corporate Communication and Marketing

Person Specification

Methods of assessment:

Application form (A)

Interview (I)

Presentation (P)

Education	Essential / Desirable	Method of Assessment
Educated to degree level or equivalent experience	Essential	A
Marketing, Communications or Brand Qualification or equivalent experience	Essential	A
Postgraduate qualification in a relevant discipline, such as an MBA, or significant equivalent professional experience.	Desirable	A
CIM Fellowship or equivalent professional accreditation.	Desirable	A
Significant experience at Director or Executive Director level.	Essential	A
Experience leading major brand transformation programmes.	Essential	A / I
Experience within higher education, public sector or complex service organisations.	Essential	A
Proven track record in reputation management.	Essential	A / I
Significant experience of marketing and student recruitment strategy.	Essential	A
Experience managing website transformation programmes.	Essential	A
Experience managing agencies and third-party suppliers.	Essential	A
Experience leading senior communications functions.	Essential	A
Experience reporting to executive boards and governing bodies.	Essential	A
Experience managing senior professional staff.	Essential	A
Experience of university website redevelopment.	Desirable	A / I
Experience of values-led institutions.	Desirable	A
Experience of Student Recruitment Growth Programmes	Desirable	A

Skills & Knowledge	Essential / Desirable	Method of Assessment
Higher education recruitment markets.	Essential	A
Brand strategy and positioning.	Essential	A
Digital marketing and communications.	Essential	A
Website governance and development.	Essential	A
Reputation management.	Essential	A
Stakeholder engagement.	Essential	A
Public affairs and external relations.	Essential	A
Strategic leadership.	Essential	A
Influencing and negotiation.	Essential	A
Outstanding communication skills.	Essential	A / I / P
Executive presence and credibility.	Essential	A / I
Change management.	Essential	A
Project delivery.	Essential	A / I
Budget management.	Essential	A
Team leadership.	Essential	A / I
Knowledge of Northwest Student Recruitment Growth Market	Desirable	A

Contact for Queries

Clare Beckett
PVC for Marketing Recruitment and Admissions
becketc1@hope.ac.uk

Conditions of service:

This post is based at Hope Park campus. However, you may be required to work in other areas of the University as and when required.

The post is Fixed Term in the first instance until 31st March 2027.

Salary scale: Competitive. Salary is payable monthly in arrears by bank credit on and around the 20th of each month.

The annual leave runs from 1st September to 31st August. Holiday entitlement is 28 days per year plus statutory Public Holidays and Liturgical days. This entitlement is pro-rated for part-time staff.

Further Information

Liverpool Hope University has two main teaching campuses – Hope Park in the Liverpool suburb of Childwall and the city centre Creative Campus.

We have invested more than £60 million in buildings and equipment over the past eight years and we are proud of our campuses. Stunning listed buildings sit alongside modern architecture, and with beautiful gardens and facilities, which make Liverpool Hope University a unique place to work and study.

Mission and Values

Liverpool Hope University is an ecumenical Christian Foundation, which strives:

- to provide opportunities for the well-rounded personal development of Christians and students from other faiths and beliefs, educating the whole person in mind, body and spirit, irrespective of age, social or ethnic origins or physical capacity, including in particular those who might otherwise not have had an opportunity to enter higher education;
- to be a national provider of a wide range of high-quality programmes responsive to the needs of students, including the education, training and professional development of teachers for Church and state schools;
- to sustain an academic community, as a sign of hope, enriched by Christian values and worship, which supports teaching and learning, scholarship and research, encourages the understanding of Christian and other faiths and beliefs and promotes religious and social harmony;
- to contribute to the educational, religious, cultural, social and economic life of Liverpool, Merseyside, the North-West and beyond.

Liverpool Hope's Values

Hope strives to meet the following values, which are integral to the fulfilment of its Mission:

- be open, accessible and inclusive,
- take faith seriously, being fully Anglican, fully Catholic, fully ecumenical, fully open to those of all faiths and beliefs,
- be intellectually stretching, stimulating, challenging,
- be hospitable, welcoming, cheerful, professional, full of Hope; creating supportive communities in aesthetically pleasing environments,
- be well-rounded, holistic, integrated, a team, a community of communities, collaborating in wider partnerships.

Equality and Diversity

Consistent with its Mission, Liverpool Hope strives to be a University where the individual and individuality matter. We hold students, staff and visitors in high regard and we seek to foster a working and learning environment that recognises and respects difference. All staff are expected to comply with the University's Equality and Diversity policies in the performance of their duties.

Health and Safety

Liverpool Hope University is committed to ensuring the health, safety and welfare of all staff at work and of students, visitors and others by continuous improvement in standards of health and safety. All staff are expected to comply with the University's Health and Safety policies in the performance of their duties

Sustainability

Liverpool Hope University is committed to enhancing the quality of its environment for its staff and students working and living at the University and the wider community; and aims to manage its operations in ways that are environmentally sustainable, economically feasible and socially responsible. All staff are expected to work in accordance with, and promote the University's sustainability practices.

Benefits of working at Liverpool Hope University

Liverpool Hope offers its employees a full range of benefits:

Pay and Pensions

- Competitive rates of pay defined using the HERA job evaluation scheme
- Pension schemes with generous employer contributions

Home and Family

- Generous Annual Leave Arrangement
- Opportunity for flexible working arrangements

Training and Development

- Induction training for all new staff
- Staff development opportunities

Health and Well-Being

- Hope Park Sports fitness suite and classes with discounted membership
- A range of food outlets with healthy eating options
- Staff counselling service
- Staff cycle scheme
- Support with lifestyle changes
- A range of social activities and groups
- On-site chapel, multi-faith prayer room and Chaplaincy
- Eye testing scheme

We also provide a variety of staff discounts ranging from reduced price Theatre tickets to discounts on beauty treatments.

Library services

Liverpool Hope's Library Service provides access to a wide-ranging collection of physical and online resources to support learning and research. The service also provides different types of study space across both campuses to support the wide range of learning styles and needs, from individual study rooms to group spaces, and from silent study to more relaxed social learning

Car Parking

All users of University car parks are required to pay for their use. The University has a scalable charging system for annual permits and pay and display facilities for occasional users.

We recruit staff nationally and internationally as we seek out the best to help build Hope for the future. If you join us, you will be doing so at an exciting and challenging time as we work to build a liberal arts inspired university of distinction in the UK.

How to apply

You can download the application form by the link below:

[How to apply](#)

Useful Links

www.hope.ac.uk/lifeathope/welcome

<https://www.hope.ac.uk/gateway/staff/peopleservices/>

www.hope.ac.uk/jobs





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