



Marketing Consultant – Cranmer Hall, St John's College

St John's College seeks to engage a consultant of proven marketing and creative ability to deliver a step-change in the advertising and marketing profile of Cranmer Hall, ensuring that information about the range of existing high-quality programmes reach a diverse audience, resulting in an increase to the number of students studying at Cranmer Hall.

It is envisaged that the project would cover a period of 18 months, with hours and consultancy rates to be agreed with the successful applicant. The consultant would report to the Warden/Deputy Warden of Cranmer Hall and would be required to attend on-site familiarisation and progress meetings at various points throughout the project.

Background

Founded in 1909 as an evangelical Anglican foundation, St John's College has over the years pursued a two-fold vision: to offer training for church leaders within a world-class university while also offering Christian hospitality to students from a wide range of academic disciplines at undergraduate and postgraduate levels.

Cranmer Hall, the theological college within St John's College, offers theological training for Anglican ordinands, trainee Free Church ministers, and undergraduates and postgraduates studying theology, ministry and mission within a confessional context. Rooted in an evangelical tradition, Cranmer Hall has over the years proved a generous home for people training from a range of Christian backgrounds.

With over 70 ordinands and over 100 students as part of the onsite learning community (and a further 60 in part-time postgraduate programmes), Cranmer Hall is one of only two residential theological colleges in the Northern Province and has a reputation for excellent theological education across a range of academic pathways, a rich experience of placements across the region and beyond, and a commitment to shared learning across a diverse community.

Cranmer Hall is also home to two flourishing postgraduate programmes: the Doctorate in Theology and Ministry and the Masters in Theology and Ministry. These provide outstanding training opportunities for ordained and lay leaders to develop their professional skills and theological expertise. With the MATM being offered fully online, we are keen to maximise the reach for this programme and enable as many students to take it up as will find it helpful.

Overview of the Brief

The role of the marketing consultant will be to focus exclusively on the marketing of Cranmer's programmes. This role will involve the generation of attractive copy and adverts which highlight our strengths, the identifying of traditional and new avenues for marketing, and the creative use of staff in maximising marketing reach. The consultant will work closely with the Warden/Deputy Warden of Cranmer Hall, the Operations Director and Executive Assistant/Communications Officer to ensure a consistent and high-quality marketing profile which bears witness to all that is on offer at Cranmer Hall. The consultant will be required to show initiative and creativity, and a strong understanding of the ethos of Cranmer Hall within St John's College.

A key area of focus will be the Cranmer MATM. This is an outstanding course which can be done by ordained or lay people over 1, 2, or 3 years, from any denomination. It is delivered in a mix of blocks and weekly sessions, and most significantly it is now also fully available online, and thus accessible to the international market. The programme is ideal for continuing professional development, and feedback over the past years has been excellent. There were 18 new MATM students in 2021; we believe that over two years this could rise to 40. Given the online presence, it is fully scalable.

Other areas of marketing focus will include the Free Church Track, the Mixed-Mode Pathway, the Cranmer Undergraduate Pathway and the Doctorate in Theology and Ministry. The quality of all these pathways we offer is exceptionally high; the role of the marketing consultant will be to help us increase our reach and serve more people with transforming training.

Key responsibilities

- To develop creative copy and adverts which market the range of high-quality programmes available at Cranmer Hall, with particular reference to the MATM
- To utilise traditional and new opportunities for marketing, both within the UK and on the international market. There is a generous budget for new forms of marketing.
- To work closely with the Executive Assistant/Communications Officer to ensure a consistent and high-quality marketing profile which bears witness to all that is on offer at Cranmer Hall

The above list should be seen as indicative rather than prescriptive. More detailed areas of responsibility and ways of working will be finalised, in consultation with the appointed person.

Targets & Review Stages

- Month 3: Outline marketing strategy for MATM and associated programmes.
- Month 6: Evidence of new marketing options being pursued.
- Month 12: Evidence of increased interest and recruitment.
- Month 18: Evidence of significant increase in recruitment.

Progress against target will be reviewed at the end of each stage.

Person Specification

The person appointed to this consultancy will have

Essential	Desirable
Demonstrable passion for, and experience in, effective marketing, with the capacity to identify and move into new opportunities	Specific marketing qualifications
Experience of shaping and delivering an effective marketing strategy.	Knowledge of the Church of England and its processes of discernment and formation
Proven ability to develop creative and engaging copy and advertising	Knowledge of the higher education sector
Excellent written communication and textual skills, with an eye for detail and a proven ability to draft and edit copy for a range of audiences	

Strong awareness of, and experience in, digital communication, including possibilities and norms of social media	
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Expressions of interest in providing consultancy services as described should be by letter or by email, with accompanying CV and details of relevant experience and examples of previous work. All documents should be posted or emailed to:

The Academic Dean's Office,

St John's College,

3 South Bailey

Durham

DH1 3RJ

Nicholas.j.moore@durham.ac.uk

For an informal conversation, please contact the Academic Dean, Nicholas Moore, on the above email address or the Operations Director christopher.courtman@durham.ac.uk