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JOB DESCRIPTION	
Job title: Student Recruitment Content Coordinator	**Accountable to**: Student Recruitment Content Manager
Contract length: Permanent	**Hours per week**: 35 **Weeks per year**: 52
Salary: £35,468.00 - £43,558.00	**Grade**: 4
Service: Student Marketing & Recruitment	**Location**: 272 High Holborn, WC1V 7EY

What is Student Marketing and Recruitment?

Student Marketing and Recruitment (SMR) supports the achievement of UAL's pre-degree, undergraduate and postgraduate student enrolment targets across all subjects in the UK and prioritised international and EU markets.

We deliver market intelligence, marketing campaigns, recruitment events and activities, prospective student communications and guidance. We also co-ordinate partnerships and manage relationships with school and feeder networks, as well as our overseas recruitment representatives. We produce tailored student recruitment and marketing content, plus design and publishing.

We achieve this by working collaboratively across UAL and our six Colleges. We aim to influence ways of working and to offer guidance, advice and processes that will enhance our student marketing and recruitment activities.

What is the purpose of the role?

To produce, collate and evaluate engaging student marketing and recruitment content for use across channels used by prospective students and their influencers, for example print prospectuses; web; digital acquisition and engagement campaigns; CRM communications, and conversion campaigns delivered at pre and post-application stages of the student journey.

As a key member of the content team, you will contribute to the development of content strategies and collect audience insights to help develop more effective and engaging multichannel student marketing and recruitment content. You will work closely with colleagues throughout Student Marketing and Recruitment and in the University's Colleges to ensure content is used most effectively across UAL's website, recruitment materials and student recruitment initiatives.

You will collaborate with internal stakeholders to provide guidance in relation to the University's student marketing, recruitment and admissions content across digital and other platforms, with the aim of ensuring this content is clear, consistent, and compliant with CMA and QAA guidelines.

You will have excellent project management, copywriting and editing skills, bringing this knowledge and expertise to UAL's student recruitment marketing content.

Duties and Responsibilities

- Work collaboratively across the SMR department to produce and source engaging and relevant student marketing and recruitment content for use across all channels used by prospective students and their influencers, for example print materials; web; prospectuses, digital acquisition and engagement campaigns; CRM communications, and conversion campaigns delivered at pre and post-application stages of the student journey.

- Manage content projects from conception to completion and ensure outcomes are measured and reported against agreed aims.

- Work with the Student Recruitment Content Manager to develop, implement and monitor strategic and evidence-based content plans to complement the content strategies for different study levels, subject areas and markets.

- Research, collate, commission, write, edit and proofread copy and source images for the website, publications and other student marketing and recruitment content, as required.

- Collaborate with College Web Managers, Admissions, the Digital team and the Quality team to optimise website course pages for student experience, ensuring all updates are compliant with CMA guidelines.

- Edit and subedit content produced by other departments, ensuring that it meets UAL content guidelines for voice, tone, and style.

- Carry out research into different audience groups and the effective use of content, continuously reviewing and improving how we use content to address marketing and student recruitment objectives.

- Work with the Marketing team and the Prospective Student Engagement team to create CRM communications and conversion campaigns delivered at pre and post-application stages of the student journey.

- Collaborate and build strong working relationships with agency partners and freelancers.

- Act as a brand champion for UAL, ensuring that content used for student recruitment is fully compliant with brand guidelines.

- Coordinate and supervise the work of Arts Temps as required.

- Deputise for the Content Manager at senior level meetings, events and conferences as required.

General

- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University

- To undertake health and safety duties and responsibilities appropriate to the role

- To work in accordance with the University's Staff Charter and Dignity at Work Policy, promoting equality diversity and inclusion in your work

- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.

- To make full use of all information and communication technologies to meet the requirements of the role and to promote organisational effectiveness.

- To conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations.

• To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).

Key Working Relationships

Colleagues in the Student Marketing and Recruitment department. Other communication and marketing colleagues in Colleges, the Admissions department, the department of Communication and External Affairs and other departments across UAL.

Specific Management Responsibilities

Budgets: Budgets assigned to specific projects overseen by the Student Recruitment Content Manager.

Staff: Arts Temps on an ad hoc basis as required.

Last updated: 22 September 2021

PERSON SPECIFICATION	
Specialist Knowledge/Qualifications	Degree level qualification in marketing, communication, journalism or a relevant field.
	Excellent copywriting skills and the ability to explain complex information in simple language.
	Working knowledge of CMA and QAA guidelines.
Relevant Experience	At least three solid years' experience working in a content or editorial position that has required a knowledge of both traditional and digital content principles and techniques.
	Experience of working in the higher education sector.
	Experience of developing and delivering multichannel creative content, including asset gathering, design, film, photography and copywriting.
	Experience of managing creative marketing and communication projects.
	Knowledge of website Content Management Systems (CMS) and practices for Search Engine Optimisation (SEO).
	Experience of working with external agencies and creative suppliers.
	Proven ability to work independently without direct supervision.
	Experience of using strong interpersonal skills to build internal and external networks and develop highly effective working relationships inside and outside the organisation.
	Experience of collating feedback and views from customers to inform future projects.
Communication Skills	Communicates effectively orally and in writing, adapting the message for a diverse audience in an inclusive and accessible way.
Leadership and Management	Experience of managing or mentoring interns or temps (desirable).
Professional Practice	A commitment to own development through effective use of appraisal schemes and other staff development processes.
Planning and Managing Resources	Ability to plan and prioritise work to achieve objective

Teamwork	Works collaboratively in a team and where appropriate across or with different professional groups.
Student experience or customer service	Builds and maintains positive relationships with students or customers.
Creativity, Innovation and Problem Solving	Uses initiative or creativity to resolve problems.

Please make sure you provide evidence to demonstrate clearly how you meet these criteria, **which are all essential unless marked otherwise**. Shortlisting will be based on your responses.

Last updated: 22 September 2021