

JOB DESCRIPTION	
<b>Job title:</b> Student Recruitment Content Assistant	<b>Accountable to:</b> Student Recruitment Content Manager
<b>Contract length:</b> Fixed term until August 2021	<b>Hours per week:</b> 35 <b>Weeks per year:</b> 52
<b>Salary:</b> £29,358-£35,839	<b>Grade:</b> 3
<b>Service:</b> Student Marketing and Recruitment	<b>Location:</b> 272 High Holborn, WC1V 7EY
<p><b>What is Student Marketing and Recruitment?</b></p> <p>Student Marketing and Recruitment (SM&amp;R) supports the achievement of UAL's pre-degree, undergraduate and postgraduate student enrolment targets across all subjects in the UK, EU and prioritised international markets.</p> <p>We deliver market intelligence, marketing campaigns, recruitment events, prospective student communications and guidance. We also co-ordinate educational and agent-based partnerships, and produce tailored student recruitment and marketing content, plus design and publishing.</p> <p>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.</p>	
<p><b>What is the purpose of the role?</b></p> <p>To work closely with all members of the Content Team to support the delivery of engaging, fast-paced content projects designed to make sure UAL achieves its student recruitment targets across all subjects, study levels and markets.</p> <p>You will support the production and distribution of high-quality, branded content across a wide variety of print and online channels including social media, email marketing, web content and printed materials. This will include helping to create case studies and organise photoshoots, supporting the production of our prospectus and other printed materials, liaising with external suppliers and making sure that our content is kept up-to-date and delivered on time.</p> <p>You may also conduct research into the content needs and behaviour of prospective students and act as a champion of the UAL brand, supporting its correct application across UAL's recruitment materials. What's more, you will use your strong design skills to produce in-house print and digital content to represent our brand on a global stage.</p> <p>You will have a good understanding of current digital media, tools, and technologies, an appreciation of high print production values and strong design skills, as well as excellent written and verbal communication skills.</p>	
<p><b>Duties and Responsibilities</b></p> <ul style="list-style-type: none"> <li>• Support the Content Team with all stages of the production process for our student recruitment materials. Tasks may include: supporting case study capturing (interviews/photo shoots/films); liaising with internal stakeholders for content contributions; providing copywriting and design support as required; working with external suppliers to ensure key delivery deadlines are met; proofreading and marking up designer/printer proofs; coordinating international publication and freighting.</li> </ul>	

- Design content for multiplatform publications, including the UAL website, social media channels, external referral sites and print materials.
- Conduct content-related research as required.
- Publish, evaluate and maintain content on the UAL website, social media channels and other online platforms
- Help to create, update and maintain content across external referral sites, ensuring that all information about UAL and its courses is accurate, timely and engaging.
- Constantly innovate in the areas of content marketing and online content production to ensure that our users receive a user-centric, sector-leading experience.
- Take the lead on specific content research and production initiatives as required.
- Help to maintain budget records for the team, including raising purchase orders and processing invoices as required.
- Provide logistical, administrative and creative support to the Student Recruitment Content Manager and other members of the Content Team as required.

**General**

- Perform other reasonable duties consistent with your role, as determined by the Student Recruitment Content Manager.
- Undertake health and safety duties and responsibilities appropriate to the role.
- Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- Personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022)
- Undertake continuous personal and professional development through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
- Make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
- Conduct all financial matters associated with the role accordance to the University's policies and procedures, as laid down in the Financial Regulations.

**Key Working Relationships**

Colleagues in the Student Marketing and Recruitment department. Other communication and marketing colleagues in Colleges, the Department of Communication and External Affairs and other departments across UAL. External print, design and freighting agencies.

**Specific Management Responsibilities**

Budgets: 0.

Staff: 0

Other (e.g. accommodation; equipment):

## PERSON SPECIFICATION

Specialist Knowledge/Qualifications	<p>Degree level qualification in arts, design, marketing, communication, journalism or a relevant field.</p> <p>Demonstrable interest in the creative sector.</p> <p>Knowledge or appreciation of graphic design and/or publishing.</p> <p>Strong copywriting skills and the ability to explain complex information in simple language.</p> <p>Experience of using the Adobe Creative Suite (e.g. InDesign, Photoshop, Illustrator, Premiere Pro).</p>
Relevant Experience	<p>Experience of working in a marketing and/or communications role involve producing content for online and offline channels.</p> <p>Experience of producing, maintaining, publishing and evaluating content through Content Management Systems (CMS).</p> <p>Experience of building effective internal working relationships across different teams.</p> <p>Experience of liaising with external suppliers such as design agencies, printers and video production agencies (desirable).</p> <p>Experience of implementing brand guidelines and championing brand advocacy (desirable).</p> <p>Experience of working within higher education or other education environment (desirable).</p>
Communication Skills	<p>Communicates effectively orally and in writing, adapting the message for a diverse audience in an inclusive and accessible way.</p>
Leadership and Management	<p>Has ability to work independently without direct supervision when required.</p>
Professional Practice	<p>A commitment to own development through effective use of appraisal schemes and other staff development processes.</p>
Planning and Managing Resources	<p>Plans, prioritises and organises work to achieve objectives on time.</p>

Teamwork	Works collaboratively in a team and where appropriate across or with different professional groups.
Student experience or customer service	Provides a positive and responsive service to internal clients and prospective students.
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: 2 September 2020