

### JOB DESCRIPTION AND PERSON SPECIFICATION

<b>Job Title:</b> Marketing Campaigns Executive		<b>Accountable to:</b> Media and Communications Manager	
<b>Contract Length:</b> Permanent	<b>Hours per week/FTE:</b> 35	<b>Weeks per year:</b> AYR	
<b>Salary:</b> £33,653 pa		<b>Grade:</b> 4	
<b>College/Service:</b> London College of Fashion		<b>Location:</b> John Princes Street, London, W1G 0BJ	

#### Purpose of Role:

As a member of the Communications team within Internal and External Relations (IER) at London College of Fashion, UAL, this role will support the College in reaching its recruitment targets by attracting quality students from UK and overseas markets to study at UAL. This role will form a bridge between the Communications team and Student Engagement team.

The post holder will undertake the planning, implementation and evaluation of marketing campaigns for student recruitment at undergraduate and postgraduate levels within UK, EU and international markets. For maximum engagement you will utilise market research and intelligence in your approaches and champion the principles of Customer Relationship Management (CRM).

The post holder will use market research as well as an understanding of the higher education market to seek out new audiences for the College, using a multi-channel approach to test and evaluate the best places to reach those audiences and liaising with media agencies where necessary. You will also work to maximise the opportunities from LCF's events programme by bringing new audiences to the College.

#### Duties and Responsibilities:

- To plan and execute a number of digital, social and traditional marketing campaigns throughout the year from end to end, to recruit new students, fundraise or increase brand awareness of LCF
- To plan, deliver and evaluate above-the-line marketing activities such as advertising, paid search and third party solus emails to contribute to an integrated holistic approach
- To carry out market research to make recommendations for which channels, sites, events and organisations would be most appropriate for each campaign
- To carry out desk-based and market research to discover new audiences for London College of Fashion
- To provide in-house expertise in operational marketing disciplines such as advertising, brand and content execution, CRM, digital marketing and market research.
- To use recruitment data to inform which courses or subjects require marketing support
- To work with the communications team to source material for campaigns and liaise with suppliers such as graphic designers and media agencies where appropriate
- To write marketing copy where appropriate, with the approval of the media and communications manager
- To liaise with media outlets and channels to negotiate preferential marketing/advertising rates and to book space and arrange payments

- To place advertisements or run social advertising campaigns, which are fully tracked and evaluated with a short report on return on investment
- To stay ahead of trends in social media and digital marketing to make recommendations and ideas to further the reach of LCF content
- To work with the Student Engagement team to promote and market their open days and with academics to manage marketing materials for open day guests
- To work with the events team to engage audiences with the events programme and to make the most of these events, such as by collecting data and co-ordinating post-event communications
- To maintain current audiences by implementing effective CRM principles to run 'keep warm' email campaigns to students who have been made offers to study at the College
- To work to a budget and maintain and present budget reports to the department
- To maintain and develop new audiences and marketing lists, compliant with GDPR, and to feed into invite lists for events where appropriate
- To liaise with LCF's current audiences and manage communities such as social media queries
- To build up a knowledge of LCF courses and application procedures to be able to answer basic queries or direct to the best person who can
- To manage specialist support staff where required, including induction, probation, 1:1 meetings and appraisal as appropriate
- To work with colleagues in the UAL Student Marketing and Recruitment team on specific campaigns around the UCAS cycle such as clearing and scholarships
- To work with UAL colleagues on development and monitoring of the CRM system
- To represent LCF at University meetings related to student recruitment, and to be the point of liaison for University recruitment materials such as the UAL Prospectus
- 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 Equal Opportunities Policy and the Staff Charter, promoting equality and diversity 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 in adherence to data protection policies 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

**Key Working Relationships:** Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

- Head of Communications
- Media and Communications Manager
- College Digital Communications Co-ordinator (website manager)
- Student Engagement team
- Director of Internal and External Relations
- Internal and External Relations
- University of the Arts marketing team
- Students

**Specific Management Responsibilities**

**Budgets:** N/A

**Staff:** Yes as appropriate

**Other:** N/A

Signed \_\_\_\_\_ Date of last review \_\_\_\_\_  
(Recruiting Manager)

**Job Title:**

**Grade: 4**

**Person Specification**

Specialist Knowledge/ Qualifications	Educated to a minimum of Degree level or equivalent. A marketing qualification is desirable
	Demonstrable experience of working independently without direct line management on site
	Demonstrate experience of working in a marketing role previously
	Demonstrate an understanding of market research and CRM systems
	Demonstrate experience in placing advertisements and running campaigns, including setting objectives and evaluation
Relevant Experience	Relevant experience working in a marketing position that has required both traditional and digital marketing principles and techniques
	Co-ordination of campaigns in collaboration with a variety of stakeholders at all different levels
	Experience of providing reports on the success of marketing campaigns
	Some experience of liaising with media agencies or buying media
	Experience in cultural, fashion or creative industries is desirable
Communication Skills	Communicates effectively orally, in writing and/or using visual media.
Leadership and Management	Motivates and leads a team effectively, setting clear objectives to manage performance

Professional Practice	Contributes to advancing professional practice/research or scholarly activity in own area of specialism
Planning and Managing Resources	Plans, prioritises and organises work to achieve objectives on time
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

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria

**Last updated: May 2018**