

NEW JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Student Recruitment Content Manager **Accountable to:** Head of Marketing
Contract Length: Permanent **Hours per week:** 35 **Weeks per year:** 52
Salary: £37,265 - £43,550 **Grade:** 5
Service: Student Marketing and Recruitment **Location:** 272 High Holborn, WC1V 7EY

Purpose of Role:

You will coordinate and support the production of engaging student marketing and recruitment content for use across channels used by prospective students, 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. You will also work collaboratively across the department to bring content marketing expertise to the annual development of coordinated market plans targeting UK, EU and international prospective student audiences.

You will have a high level of understanding of current digital media, tools, and technologies, an appreciation of high print production values, and an ability to innovate in the creation of print, digital and web content, bringing this knowledge and expertise to the creative development, design and publishing of UAL's student recruitment marketing materials.

Working together with other Marketing team colleagues, particularly the Market Analyst, you will use audience insights to help continually develop more effective and engaging multichannel student marketing and recruitment content.

With guidance from the Head of Marketing, you will manage, support and develop a small content, design and publishing team, and supervise freelance staff as required.

Duties and Responsibilities

- To work collaboratively across the SMR department to ensure the provision of engaging and relevant student marketing and recruitment content for use across all channels used through the prospective student journey, 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.
- To work collaboratively across the SMR department contributing student recruitment content to annual market plans which bring together a cross-departmental, cross-channel approach to developing the University's priority UK, EU and international markets.
- To coordinate the planning, budget and project management, delivery, and evaluation of a suite of UAL-wide student marketing and recruitment publications, appropriately tailored to key UK, EU and international prospective student audiences. This will include prospectuses and guides, presentations, relevant website sections, and other materials for use in student recruitment.
- To build a content-led approach, advising colleagues across the SMR department on content priorities and supporting the team's decision-making on the appropriateness/effectiveness of content marketing.
- To understand and leverage current digital media, tools, and technologies, as well as high print production values, to drive innovation in content creation and in the creative development, design and publishing of UAL's student marketing and recruitment materials.
- To work collaboratively with internal stakeholders, e.g. Head of Admissions, 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.

- To support University-wide programmes designed to improve effectiveness of the University's student recruitment activities, championing the importance of relevant and engaging content in delivering effective student recruitment.
- To conduct analysis on content consumed by prospective students to ensure excellent user-experience from the UAL prospectuses, referral sites, website etc. and where appropriate social media and other digital channels.
- To research, compile, collate, commission, write, edit and proofread copy for the website, publications and other student marketing and recruitment content, as required.
- To build relationships and working practices with agencies and other creative services suppliers, taking guidance from the Brand guidelines and rosters.
- To constantly innovate in the creation of print, digital and web content, to ensure that prospective student audiences receive a high-quality customer experience.
- To manage, support and develop the content, design and publishing team within the Marketing team, and supervise freelance staff as required.
- To represent the Department in internal committees, working groups and meetings, and externally at events and conferences, as required by the Head of Marketing.

General

- Assume other reasonable duties, as necessary, as determined by the Head of Marketing.
- 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.
- 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.
- 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 in accordance with the University's policies and procedures, as laid down in the Financial Regulations.

Key Working Relationships <ul style="list-style-type: none"> Colleagues in the Student Marketing and Recruitment department, colleagues in the Department of Communication and External Affairs, Admissions team; Departments in Central Services; and College Communication and Student Marketing Teams.
Specific Management Responsibilities <p>Budgets: Content budget – circa £200k – Managed together with Head of Marketing</p> <p>Staff: 2</p> <p>Other (e.g. accommodation; equipment):</p>

Signed _____ Date of last review _____

_____(Recruiting Manager)

Person Specification	
Specialist Knowledge/Qualifications	<p>Educated to degree level or above.</p> <p>Knowledge of how to devise print and digital content marketing strategies.</p> <p>Knowledge of print, film/video, photography, and digital media, with a good understanding of how to use these platforms most effectively to reach and engage audiences.</p>
Relevant Experience	<p>Experience of using a variety of methods to engage an audience and win understanding and support; able to use a range of approaches to achieve student engagement, and to tailor information in terms of content and format.</p> <p>Experience of developing student recruitment marketing content and delivering multichannel creative content, including asset gathering, design, film, photography and copywriting.</p> <p>Experience of briefing and managing the creative process, and nurturing working relationships with external agencies and creative suppliers.</p> <p>Experience of managing budgets and assessing return on investment in relation to all stages of the creative and production process and best practice approaches to make it most effective.</p> <p>Experience of delivering marketing content within higher education. Student marketing and recruitment context is desirable but not essential</p>

	<p>Experience of building effective internal working relationships</p> <p>Experience of managing a small team and/or coaching or mentoring staff.</p> <p>Proven ability to work independently without direct supervision.</p>
Communication Skills	Communicates effectively orally and in writing, adapting the message for a diverse audience in an inclusive and accessible way
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 manages resources effectively to achieve long term objectives
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	Suggests practical solutions to new or unique problems