

JOB DESCRIPTION	
<b>Job title:</b> Student Recruitment Marketing Executive (Online)	<b>Accountable to:</b> Student Recruitment Marketing Manager (Online)
<b>Contract length:</b> Permanent	<b>Hours per week:</b> 35 <b>Weeks per year:</b> 52
<b>Salary:</b> £36,532 - £44,865	<b>Grade:</b> 4
<b>Service:</b> Student Marketing, Recruitment and Admissions	<b>Location:</b> 272 High Holborn, WC1V 7EY
<p><b>What is the purpose of the role?</b></p> <p>Working within UAL's Student Marketing, Recruitment and Admissions department you will support the University in realising its student recruitment targets for online courses by reaching quality prospective students in both domestic and international markets. You will advocate a first-class student journey from awareness, through to enquiry, application, and enrolment.</p> <p>You will understand current digital media, marketing channels, and tracking technologies, and an ability to innovate in the creation of multi-channel marketing campaigns.</p> <p>Working directly with the Student Recruitment Marketing Manager (Online), you will use audience insights to continually develop and produce more effective and engaging multichannel student marketing campaigns for online courses.</p> <p>You will support on the planning, implementation, and evaluation of marketing campaigns for courses at pre-degree, undergraduate and postgraduate level, delivered both flexibly and online.</p> <p>Working closely with the Student Recruitment Content team, you will ensure that course pages are optimised for student journey and application.</p>	
<p><b>Duties and Responsibilities</b></p> <ul style="list-style-type: none"> <li>• To support on the development, implementation, and evaluation of data-driven marketing campaigns across multiple channels to support UAL's recruitment targets and longer-term strategic goals for online courses.</li> <li>• To help identify targeting strategies, digital marketing techniques and marketing channels to support market-driven acquisition campaigns in domestic and international markets.</li> <li>• To support with the planning, implementation and optimisation of paid advertising campaigns directly within platforms (including but not limited to Google, Meta and LinkedIn) or in partnership with external agencies.</li> <li>• To monitor, interpret and report on key marketing metrics to assess impact and contribution against objectives. Experience with Google Analytics is desirable.</li> <li>• To lead on the production and dissemination of original and engaging email campaigns, developing content to engage audiences and encourage conversion.</li> </ul>	

- Work with the Content team to create rich media, written and other digital content that is fully optimised for the desired audience and distribution channel and meets brand guidelines.
- To ensure landing pages, course pages and other digital channels are optimised for marketing campaigns and to optimise customer journeys.
- To work closely with the Prospective Student Engagement and Communications team to champion CRM principles within all marketing campaigns and to provide a first-class prospective student journey from application to enrolment.
- To work collaboratively with internal stakeholders to understand the USPs of UAL and the University's online and flexible courses. To use this knowledge to ensure campaigns are clear, consistent and impactful.
- To coordinate and maintain UAL's online course listings on third party referral and university comparison websites in collaboration with the Student Recruitment Marketing Executive leading these relationships.
- To build and maintain knowledge of digital platforms and changes in technology relevant to the role.
- To be an ambassador of UAL's reputation and brand ensuring both are protected and represented in line with established guidelines.
- To build and maintain effective working relationships with internal and external suppliers and stakeholders to ensure that shared objectives are realised effectively and efficiently.
- To deputise for the Student Recruitment Marketing Manager (Online) when required.

#### **General**

- To assume other reasonable duties, as necessary, as determined by the Student Recruitment Marketing Manager (Online).
- 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.
- 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, Recruitment and Admissions department. Other communication and marketing colleagues in Colleges and UAL Short Courses, the Communication and External Affairs department, the Digital and Technology department, and other departments across UAL.

**Specific Management Responsibilities**

- Not applicable

Last updated: January 2023

## PERSON SPECIFICATION

Specialist Knowledge/Qualifications	<p>Educated to degree level or equivalent in an appropriate discipline.</p> <p>A marketing qualification such as a Chartered Institute of Marketing Certificate or Diploma (desirable).</p>
Relevant Experience	<p>Experience of working in a marketing position that has required a knowledge of both traditional and digital marketing principles and techniques.</p> <p>Proven experience of delivering marketing campaigns for direct customer acquisition.</p> <p>An understanding of marketing practices and theories including good working knowledge of digital marketing, market research and CRM.</p> <p>Experience of using website Content Management Systems (CMS) and knowledge of practices for Search Engine Optimisation (SEO).</p> <p>Knowledge of Google Adwords and Social Media advertising.</p> <p>Experience of creating marketing collateral and content assets (both in print and digital formats) that support marketing acquisition campaigns.</p> <p>Ability to monitor, interpret and report on data and metrics for marketing campaign evaluation.</p> <p>Experience of building internal and external networks and developing working relationships inside and outside the organisation.</p> <p>Proven ability to work independently without direct supervision.</p> <p>Experience with Google Analytics (desirable).</p> <p>Experience of working in the higher education sector (desirable).</p> <p>Experience of marketing online courses (desirable).</p>
Communication Skills	Communicates effectively orally, in writing and/or using visual media.
	Uses effective learning and professional practice to support excellence.

Research and Learning	
Professional Practice	A commitment to own development through effective use of appraisal schemes and other staff development processes.
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 and 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.

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