

Job Description	
College/Service Communications and Marketing Manager	Location High Holborn
Contract Length Permanent	Hours per week / FTE 35
Accountable to Associate Director of Accommodation, Catering, and Retail	Weeks per year 52
Salary £40,454 - £48,534	Grade 5

Job Description
<p>Purpose of Role</p> <p>Accommodation Services is a vibrant, collaborative, and dynamic department within UAL. Whether students choose to live in one of our 14 halls or in a privately rented property, we are here to support them from the moment they think about applying for university right up until they graduate.</p> <p>We pride ourselves on providing a home away from home for students as well as being experts in our field. To make sure everyone is safe and well looked after, we have different dedicated teams in admin, allocations, finance, student experience, operations, and the communications and marketing team who are responsible for the recruitment of students in halls, as well as the regular communications to those in-house.</p> <p>We're looking for an enthusiastic, hardworking, and creative professional to lead the Communications and Marketing team within Accommodation Services and support the department in delivering high-quality campaigns, lead on events, branding, announcements, occasional crisis management, and other engagement activities for both internal and external audiences.</p> <p>Supporting such a diverse and wide area means that in this role no two days are the same. This is a fantastic opportunity for anyone who is looking to develop and shape their own strategy, lead a team, learn a wealth of experience in different creative industries, and make a real difference for your audience.</p> <p>UAL Accommodation Services is committed to creating diverse and inclusive environments for all staff and students to work and learn – a workplace where we can be ourselves and reach our full potential. We offer a range of family friendly, inclusive employment policies, flexible working arrangements and Staff Support Networks. We</p>

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welcome applicants from diverse backgrounds, including race, disability, age, sex, gender identity, sexual orientation, religion and belief, marriage and civil partnership, pregnancy and maternity, and caring responsibility.

Duties and Responsibilities

- To coordinate, develop and evaluate an annual marketing and communications strategy for Accommodation Services including message, media selection, timing, feedback systems and risk management.
- Lead on crisis management, developing processes, advising senior management, and liaising with client stakeholders.
- To work collaboratively with other marketing and communication colleagues across UAL to produce joined up campaigns and projects supporting coherent student engagement and experience, and to facilitate cross selling and upselling.
- Work with external agencies to increase customer acquisition and drive brand awareness.
- Oversee internal communications on behalf of the department - liaising with 6 colleges, central comms and marketing departments, relevant internal departments and international student advisors to ensure the department has full exposure across the wider university.
- Communication management for all external relations, working closely with the Communications and External Affairs department when required.
- Support the Operations team with adhoc communication requests. Effective use of MailChimp email software to create vibrant and relevant email campaigns.
- Responsible for design, copy and distribution of department printed and digital materials for display in Colleges and halls of residence when appropriate.
- Advise and support senior executives on media strategies - routinely provide clear, senior level counsel on significant corporate issues.
- Be the guardian of UAL's brand and brand guidelines across all locations and touchpoints.
- Own and manage the department social media channels and websites - craft and manage online content and assets.
- Project management of all video and photography projects.
- Management of student staff through internal 'Arts Temps' agency for various projects including photography, filming, open day hosting and graphic design.
- Editorial management of 'Halls Life' resident's platform; hallslife.arts.ac.uk
- Management of all Open Day events, including logistics, staffing, internal communications and prospective student communications.
- Support Associate Director of Accommodation, Catering, and Retail in additional comms requirements.
- Create a deliverable marketing strategy for the summer business in halls.
- 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.

Job Description
<ul style="list-style-type: none"> • 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.
<p>Key Working Relationships –</p> <p>Accommodation Services:</p> <ul style="list-style-type: none"> • Associate Director of Accommodation, Catering, and Retail (Line Manager) • Communications Executive (Direct Report) • Communications Assistant (Direct Report) • Communications Arts Temps x 2 (Direct Report) • Accommodation Services Manager and wider team • Accommodation Finance Manager and wider team • Residential Operations Managers and wider team • Student Experience Manager and wider team • Summer Stays Manager and wider team <p>UAL departments:</p> <ul style="list-style-type: none"> • Estates department • Communications • Digital team • Brand • Marketing and Recruitment • Marketing and Communications teams for each college <p>External:</p> <ul style="list-style-type: none"> • CUBO and other industry membership groups • Various design, video and brand agencies

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- Various print suppliers

Specific Management Responsibilities

Budgets: Online marketing, printed materials, central marketing, open days, Arts Temps

Staff: 1 x Communications Executive, 1 x Communications Assistant 2 x Arts Temps

Other: Laptop, phone, camera.

Signed  (Recruiting Manager)

Date of last review 28 February 2023 [Type in Details]

Person Specification

Job Title - Communications and Marketing Manager

Grade – 5

Person Specification	
Specialist Knowledge/ Qualifications	Social Media content creation and analysis, including use of a Social Media scheduler (eg. SproutSocial) Active interest in digital marketing trends CMS experience Email campaign creation knowledge (eg. Use of MailChimp) Experience in brand management for a team/department

Person Specification	
	Stakeholder management Copywriting and editorial
Relevant Experience	Previous experience managing and writing for online and printed channels Previous campaign management experience Previous experience working with student audiences Previous stakeholder management Previous experience of brand implementation
Communication Skills	Communicates effectively orally and in writing adapting the message for a diverse audience in an inclusive and accessible way both for external and internal purposes. Is able to adapt language for different platforms and audiences.
Leadership and Management	Motivates and leads a team effectively, setting clear objectives to manage performance.
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 problem.

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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.