

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Study Abroad Marketing and Student Engagement Coordinator

Accountable to: Strategic Business and Marketing Development Manager

Contract length: Permanent

Grade: Grade 4

Salary: £33,090- £40,638

Location: Richbell Place, Holborn, London, WC1

College/Service: Strategic Development/Academic Enterprise

Purpose of Role:

The Department of Academic Enterprise (AE) leads the University of the Arts London's third stream income operations and is integral to the University's long term development. Its mission is to increase the amount of income generated by the University from non-core teaching and research activities. It builds on, and includes, the successful UAL Study Abroad, UAL Short Courses Ltd, UAL Awarding Body, the Language Centre, and the college and research based enterprise, business and innovation operations. Academic Enterprise not only integrates and bolsters a wide range of business and client-facing work across the University, but also develops new products and services for new and existing markets.

Academic Enterprise is a successful, growing, department with an anticipated combined turnover of £31m in 2016/17, mostly from B2C activities. There are approximately 230 staff working in Academic Enterprise operations in all UAL's colleges and central university services. Around 70,000 students study on short courses or for qualifications offered by AE business units.

The role will contribute to the Academic Enterprise area of Study Abroad which recruits and delivers to over 950 students annually on three programmes, from 90 different countries and six continents. Working in the AE strategic marketing and sales team, the role will lead the student engagement, agent relationship management, and marketing and communication activities for UAL Study Abroad. In addition to this central role, the post holder will also collaborate and co-ordinate the marketing and communication teams at the UAL's six colleges – Camberwell, Chelsea and Wimbledon (CCW), London College of Communication (LCC), London College of Fashion (LCF) and Central Saint Martins (CSM) – to create visually appealing, effective and measurable student recruitment and student engagement marcomms across a range of B2B and B2C marketing channels to support all colleges in meeting their income and recruitment targets.

Duties and Responsibilities:

Strategic planning and collaboration

- To plan and develop a marketing and student engagement strategy to generate and convert good-quality applications to the Study Abroad programme direct from students, via agents and institutions, and in line with the overall business plan and budget of the Study Abroad unit and the AE international sales and marketing strategy.
- To work collaboratively with the Short Course Marketing Coordinators and/or Managers to ensure that all student engagement and marketing activities align with the student recruitment targets for Semester, Integrated, and Summer Study Abroad programmes across UAL's six colleges.

Marketing

- To develop and implement an marketing programme to drive recruitment and traffic to the Study Abroad website pages and the separate website pages of the UAL's six colleges: Camberwell, Chelsea and Wimbledon (CCW), London College of Communication (LCC), London College of Fashion (LCF) and Central Saint Martins (CSM).
- To manage agent relationships for Study Abroad, including contract management, account management, and tracking student numbers including working collaboratively with other members of the AE strategic marketing and sales team to develop agent recruitment strategies and best practice for agent engagement.
- To work with the Study Abroad Manager, Study Abroad Development Manager and college based Business Managers to assist with recruitment and partnership development activities in support of Study Abroad marketing.
- To coordinate all international Study Abroad tradeshow and fairs, including coordinating and/or attending

NAFSA, ICEF Berlin and EAIE events annually.

- To manage the planning, production and distribution of all marketing materials for UAL Study Abroad including print, web and 2D and 3D visual content for social media and website use while ensuring its alignment with UAL brand.
- To maintain the UAL Study Abroad web pages and manage the overall website strategy for Study Abroad.
- To input into the planning, production and distribution of Study Abroad marketing materials for the CCW, LCC, LCF and CSM programmes.
- To evaluate the effectiveness of all marketing activities and produce reports as required.

Student Engagement

- To develop student engagement activities and marketing communications for each stage of the student journey and experience with UAL, from the original awareness/enquiry stage through to recruitment, conversion and arrival to departure.
- To develop and manage a Student Ambassador Scheme and student scholarship activities.
- To coordinate all student engagement and marketing contact with clients (students, advisors, faculty, agents and parents), ensuring a high quality of customer care at all times.
- To work jointly with the Study Abroad Development Manager and Study Abroad Coordinators at LCC and LCF to prepare pre-departure information and engagement activities.
- To develop and manage the digital marketing and student engagement strategy, including electronic direct marketing, social networking, blogs and video sharing.

Other Responsibilities:

- To maintain and enhance the profile of Study Abroad within the University.
- To perform such duties consistent with your role that 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 and work place.
- 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 with 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.

Internal:

- Reporting to the Strategic Business and Marketing Development Manager and working in the AE strategic marketing and sales team.
- Study Abroad Manager, Study Abroad Development Manager and the Study Abroad enquiries team.
- Director of Academic Enterprise, Short Course Business Managers, and all other management and administrative staff across Academic Enterprise.
- Short course marketing teams across UAL's 6 colleges: CCW, LCC, LCF and CSM.
- UAL internal and external communications teams, and UAL's marketing and student recruitment teams.
- Study Abroad students enrolled at UAL.
- Academic staff across UAL.

External:

- Clients and potential clients and partners: commercial and academic.
- Prospective and post-Study Abroad students.
- Agents and third-party providers.
- Overseas representatives.
- External suppliers, including digital agencies, designers, printers and publishers.

Specific Management Responsibilities:

- Resources Managed: None
- Budgets: Marketing budget of £60,000
- Staff: None.
- Other (e.g. accommodation; equipment): None.

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Person Specification	
Specialist Knowledge/Qualifications	<ul style="list-style-type: none"> • Educated to degree level or equivalent • Understanding of marketing planning to achieve sales targets and student recruitment. • Creative education in an Higher Education context (desirable) • A personal interest in the creative industries
Relevant Experience	<ul style="list-style-type: none"> • Proven marketing and/or student engagement experience in the commercial/education sectors. • Successful development of strategic plans in an education environment. • Work experience in the Study Abroad field (desirable). • An understanding of the USA education and recruitment market (desirable).
Communication Skills	<ul style="list-style-type: none"> • Communicates effectively both orally and in writing. • Possesses the ability to adapt messaging for a diverse audience in an inclusive and accessible way. • Experience of communicating effectively with an international audience (desirable).
Leadership and Management	<ul style="list-style-type: none"> • This post leads a team of Student Ambassadors. Experience of motivating and leading a team effectively and setting clear objectives to manage performance is desirable.
Professional Practice	<ul style="list-style-type: none"> • Active involvement in marketing, student recruitment and/or Study Abroad networks is desirable. • Contributes to advancing professional practice/research or scholarly activity in own area of specialisation.
Planning and Managing Resources	<ul style="list-style-type: none"> • Plans, prioritises and organises work to achieve objectives on time.
Teamwork	<ul style="list-style-type: none"> • Works collaboratively and proactively in a team. • Builds effective networks or communities of practice and fosters constructive cross-team collaboration.
Student Experience or Customer Service	<ul style="list-style-type: none"> • Builds and maintains positive relationships with students, agents and partner universities. • Contributes to improving or adapting processes to enhance the student experience and/or customer service.
Creativity, Innovation and Problem Solving	<ul style="list-style-type: none"> • Suggests practical solutions to new or unique problems.