

JOB DESCRIPTION		
<b>Job title:</b> Student Recruitment Content Coordinator	<b>Accountable to:</b> Student Recruitment Content Manager	
<b>Contract length:</b> Fixed term maternity cover until August 2021	<b>Hours per week:</b> 35	<b>Weeks per year:</b> 52
<b>Salary:</b> £34,943 -£42,914	<b>Grade:</b> 4	
<b>Service:</b> Student Marketing and Recruitment	<b>Location:</b> 272 High Holborn, WC1V 7EY	
<b>What is Student Marketing and Recruitment?</b> <p>Student Marketing and Recruitment (SM&amp;R) supports the achievement of UAL's pre-degree, undergraduate and postgraduate student enrolment targets across all subjects in the UK, EU and prioritised international markets.</p> <p>We deliver market intelligence, marketing campaigns, recruitment events, prospective student communications and guidance. We also co-ordinate educational and agent-based partnerships, and produce tailored student recruitment and marketing content, plus design and publishing.</p> <p>We achieve this by working collaboratively across UAL and our six Colleges. We aim to influence ways of working and to offer guidance, advice and processes that will enhance our student marketing and recruitment activities.</p>		
<b>What is the purpose of the role?</b> <p>To produce and evaluate engaging student marketing and recruitment content for use across channels used by prospective students and their influencers. This includes print prospectuses, web, email and digital communications delivered at pre and post-application stages of the student journey.</p> <p>As a key member of our content team, you'll contribute to the development of content strategies and collect audience insights to help develop more effective and engaging multichannel student marketing and recruitment content. You'll work closely with colleagues throughout Student Marketing and Recruitment and in our Colleges to ensure content and brand are used effectively in student recruitment initiatives.</p> <p>In particular, you'll play a key role in the development of our printed recruitment materials and associated campaigns, as well as digital recruitment projects such as our online prospectus and the redesign of the international section of our website.</p> <p>To make this happen, you'll have a strong understanding of current digital media, tools, and technologies, an appreciation of high print production values as well as a strong eye for design, excellent project management and copywriting skills.</p>		
<b>Duties and Responsibilities</b> <ul style="list-style-type: none"><li>• Work collaboratively across the SMR department to produce and source engaging student marketing and recruitment content for use across all channels used by prospective students and their influencers. This includes print prospectuses, web, email and digital communications delivered at pre and post-application stages of the student journey.</li><li>• Manage content projects from conception to completion and ensure outcomes are measured and reported against agreed aims.</li></ul>		

- Play a lead role in the development of our suite of recruitment materials (e.g. Undergraduate Prospectus, Postgraduate Guide, UCAS stand and International Guide) and associated campaigns, including project management, liaising with agencies and printers, editing and writing content, campaign planning and design work as required.
- Work with the UAL digital team on the development of key digital recruitment projects, such as our international student webpages and online prospectus, including project management, user testing, content production and analysis.
- Research, collate, commission, write, edit and proofread copy and source images for the website, publications and other student marketing and recruitment content, as required.
- Play a key role in the production of photography and/or videos aimed at prospective students and their influencers,.
- Collaborate and build strong working relationships with agency partners and freelancers
- Act as a brand champion for UAL, ensuring that content used for student recruitment is fully compliant with brand guidelines.
- Coordinate and supervise the work of Arts Temps as required.
- Deputise for the Content Manager at senior level meetings, events and conferences as required.

### **General**

- Perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University
- 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
- personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022)
- 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**

Colleagues in the Student Marketing and Recruitment department. Other communication and marketing colleagues in Colleges, the Department of Communication and External Affairs and other departments across UAL.

### **Specific Management Responsibilities**

Budgets: Budgets assigned to specific projects overseen by the Student Recruitment Content Manager.

Staff: Arts Temps, on an ad hoc basis as required.

Other (e.g. accommodation; equipment):

PERSON SPECIFICATION	
Specialist Knowledge/Qualifications	<p>Degree level qualification in arts, design, marketing, communication, journalism or a relevant field.</p> <p>Demonstrable interest in the creative sector</p> <p>Knowledge of print, film/video, photography, and digital media and how to use these most effectively to reach and engage audiences.</p> <p>Solid understanding of the print production process</p> <p>Knowledge or appreciation of graphic design and/or publishing</p> <p>Excellent copywriting skills and the ability to explain complex information in simple language.</p> <p>Excellent project management skills</p> <p>Experience of using the Adobe Creative Suite (e.g. InDesign, Photoshop, Illustrator, Premiere Pro)</p> <p>Knowledge of web analytics using Google Analytics (Desirable)</p>
Relevant Experience	<p>Considerable experience of managing creative marketing and communication projects.</p> <p>Experience of developing and delivering multichannel creative content, including asset gathering, design, film, photography and copywriting.</p> <p>Experience of updating websites using a CMS</p> <p>Experience of email marketing using Mailchimp (desirable)</p> <p>Experience of working with external agencies and creative suppliers.</p> <p>Proven ability to work independently without direct supervision.</p> <p>Experience of working on large-scale print projects (desirable)</p> <p>Experience of working within higher education or other education environment.</p>
Communication Skills	<p>Communicates effectively orally and in writing, adapting the message for a diverse audience in an inclusive and accessible way.</p>
Leadership and Management	<p>Experience of managing or mentoring interns (desirable).</p>

Professional Practice	A commitment to own development through effective use of appraisal schemes and other staff development processes.
Planning and Managing Resources	Ability to plan and prioritise work to achieve objective
Teamwork	<p>Works collaboratively in a team and where appropriate across or with different professional groups.</p> <p>A team player who can enhance projects through a broad understanding of content production whilst bringing key unique strengths to the table.</p>
Student experience or customer service	Builds and maintains positive relationships with students or customers.
Creativity, Innovation and Problem Solving	<p>Uses initiative or creativity to resolve problems.</p> <p>Ability to push boundaries, challenge convention and be a part of a positive change</p>

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.

Last updated: 9 June 2020