

JOB DESCRIPTION	
<b>Job title:</b> Student Recruitment Content Coordinator	<b>Accountable to:</b> Student Recruitment Content Manager
<b>Contract length:</b> Permanent	<b>Hours per week:</b> 35 <b>Weeks per year:</b> 52
<b>Salary:</b> £33,653-£41,329	<b>Grade:</b> 4
<b>Service:</b> Student Marketing and Recruitment	<b>Location:</b> 272 High Holborn, WC1V 7EY
<p><b>What is Student Marketing and Recruitment?</b></p> <p>Student Marketing and Recruitment (SM&amp;R) works collaboratively across UAL to support the achievement of UAL's further education, 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 its colleges, in particular with admissions, academic, and marketing and recruitment. We aim to influence ways of working and to offer guidance, advice and processes that will enhance student marketing and recruitment activities across UAL.</p>	
<p><b>What is the purpose of the role?</b></p> <p>To produce, collate and evaluate engaging student marketing and recruitment content for use across channels used by prospective students and their influencers, 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.</p> <p>As a key member of the content team, you will 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 will work closely with colleagues throughout Student Marketing and Recruitment and in the university's Colleges to ensure content and brand are used most effectively in campaigns and student recruitment initiatives.</p> <p>You will 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, bringing this knowledge and expertise to the creative development, design and publishing of UAL's student recruitment marketing content.</p>	
<p><b>Duties and Responsibilities</b></p> <ul style="list-style-type: none"> <li>• Work collaboratively across the SMR department to produce and source engaging and relevant student marketing and recruitment content for use across all channels used by prospective students and their influencers, 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.</li> <li>• Manage content projects from conception to completion and ensure outcomes are</li> </ul>	

measured and reported against agreed aims.

- Work with the Student Recruitment Content Manager to develop, implement and monitor strategic and evidence-based content plans to complement the content strategies for different study levels, subject areas and markets.
- Research, collate, commission, write, edit and proofread copy and source images for the website, publications and other student marketing and recruitment content, as required.
- Lead on the production of photography and videos aimed at prospective students and their influencers, and develop and improve on ways of collating, storing and sharing these across the university, including through the UAL image bank.
- Carry out research into different audience groups and the effective use of content, continuously reviewing and improving how we use content to address marketing and student recruitment objectives.
- 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**

- Assume other reasonable duties consistent with your role, as determined by the Student Recruitment Content Manager.
- 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 accordance to 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 marketing, communication, journalism or a relevant field.</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>Excellent copywriting skills and the ability to explain complex information in simple language.</p> <p>Skills in design, video and photo editing (desirable).</p>
Relevant Experience	<p>Experience of developing and delivering multichannel creative content, including asset gathering, design, film, photography and copywriting.</p> <p>Experience of managing creative marketing and communication projects.</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 within higher education or other education environment (desirable).</p> <p>Experience of collating feedback and views from customers to inform future projects (desirable).</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	<p>A commitment to own development through effective use of appraisal schemes and other staff development processes.</p>
Planning and Managing Resources	<p>Ability to plan and prioritise work to achieve objective</p>
Teamwork	<p>Works collaboratively in a team and where</p>

	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 or 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.

Last updated: 22 June 2018