

JOB DESCRIPTION	
Job title: Student Recruitment Content Assistant	Accountable to: Student Recruitment Content Manager
Contract length: Permanent	Hours per week: 35 Weeks per year: 52
Salary: £30,777 - £37,468 per annum	Grade: 3
Service: Student Marketing and Recruitment	Location: 272 High Holborn, WC1V 7EY
<p>What is Student Marketing, Recruitment and Admissions?</p> <p>Student Marketing, Recruitment and Admissions (SMRA) 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, production 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, recruitment and admissions activities.</p>	
<p>What is the purpose of the role?</p> <p>To work closely with all members of the Content Team in UAL's central Student Marketing and Recruitment Department to support the delivery of content projects designed to ensure UAL achieves its student recruitment targets across all subjects, study levels and global markets.</p> <p>You'll support the production and distribution of high-quality, branded content across a wide variety of channels including social media, email marketing, web content, referral sites and printed materials. This will involve assisting on case study and environment photo shoots/filming, liaising with external suppliers, supporting with design and artworking projects, managing finance and project administration and ensuring the timely publication and maintenance of content.</p> <p>You'll play a key support role in our ongoing course page project, helping to edit text for our course pages and provide administrative support, including organising editorial team meetings, gathering information from internal stakeholders, writing up minutes and maintaining an editorial database.</p> <p>You'll also conduct research into the content needs and behaviour of prospective students and act as a champion of the UAL brand, supporting its correct application across UAL's recruitment materials.</p>	
<p>Duties and Responsibilities</p> <p>Content production and coordination</p> <ul style="list-style-type: none"> Support the Content Team with all stages of the production process for our student recruitment materials. Tasks may include: supporting case study capturing (interviews/photo shoots/films; liaising with internal stakeholders for content contributions; providing copywriting and design support as required; working with 	

external suppliers to ensure key delivery deadlines are met; proofreading and marking up proofs; managing financial administration and reporting on project budgets; coordinating international publication and freighting.

- Create and publish content for multiplatform publications, including the UAL website, social media channels, external referral sites and print materials, and artwork items provided by graphic designers.
- Conduct content-related research as required.
- Create, update and maintain content across external referral sites, ensuring that all information about UAL and its courses is accurate, timely and engaging.
- Provide editorial and administrative support to our ongoing course page project.
- Constantly innovate in the areas of content marketing and online content production to ensure that our users receive a user-centric, sector-leading experience.
- Take the lead on specific content and production initiatives as required.

Team administrative support

- Provide logistical and administrative support to the Student Recruitment Content Manager and other members of the Content Team as required.
- Provide logistical and administrative support for all new content sourcing projects. Tasks include scheduling photo shoots/filming with Colleges, conducting current student/alumni interviews, maintaining content repositories.
- Under the direction of the Student Recruitment Content Manager, maintain budget records for the team, including raising purchase orders and processing invoices as required.
- Be the content team's first point of contact for UAL recruitment materials distribution, coordinating the allocation of materials, liaising with our distributors and suppliers and arranging deliveries as required.
- On an ad-hoc basis, provide administrative and project support to the wider Marketing team. This may include producing campaign content, attending events, proofreading copy or maintaining contact databases.

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 in accordance to the University's policies and procedures, as laid down in the Financial Regulations.

Key Working Relationships

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

Specific Management Responsibilities

Budgets: 0.

Staff: 0

Other (e.g. accommodation; equipment):

Last updated: 28 September 2022

PERSON SPECIFICATION

Specialist Knowledge/Qualifications	<p>Educated to degree level in a relevant subject</p> <p>Knowledge of the Adobe Creative Suite, particularly InDesign and Photoshop</p> <p>Knowledge of video editing using Adobe Premiere Pro and/or After Effects (Desirable).</p>
Relevant Experience	<p>Experience of working in a marketing and/or communications role involving producing content for online and offline channels</p> <p>Experience of producing, publishing and evaluating content through Content Management Systems (CMS)</p> <p>Editing and proofreading experience for digital and print materials</p> <p>Experience of building effective internal working relationships across different levels and teams</p> <p>Experience of implementing brand guidelines and championing brand advocacy</p> <p>Experience of liaising with external suppliers such as design agencies, printers and video production agencies (desirable)</p> <p>Experience of managing team enquiries, understanding when to answer requests and when to assign them to colleagues (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> <p>Copywriting skills (desirable)</p> <p>Excellent levels of attention to detail.</p>
Leadership and Management	<p>Has ability to work independently without direct supervision when required.</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>Plans, prioritises and organises work to achieve</p>

	objectives on time Strong organisational skills.
Teamwork	Works collaboratively in a team and where appropriate across or with different professional groups.
Student experience or customer service	Provides a positive and responsive service to internal clients and prospective students.
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: 2 November 2022