ual: university of the arts london

JOB DESCRIPTION		
Job Title: Student Recruitment Coordinator	**Accountable to**: Senior Student Recruitment Coordinator	
Contract Length: Permanent	**Hours per week/FTE**: 35	**Weeks per year**: All
Salary: £29,358 - £35,839	**Grade**: 3	
College/Service: London College of Communication	**Location**: Elephant & Castle	

Purpose of Role: London College of Communication (LCC) is a pioneering world leader in creative communications education. We nurture and develop the critical, creative, and technical excellence needed to discover new possibilities and practices in creative communications, through a diverse, world-leading community of teaching, research and partnerships with industry. Future plans for the College include a cutting edge new building that will allow us to explore our approach to learning and teaching, engaging with our communities, and contribution to the wider creative and cultural landscape.

The purpose of this role is to coordinate a range of student recruitment events and activities aimed at increasing the quantity and quality of applications to courses at London College of Communication (LCC), and supporting the conversion of enquiries to applications to enrolments. The post holder will also provide core support to the delivery of LCC's marketing and promotional campaigns as required.

Duties and Responsibilities

Principle responsibilities

- To organise a range of student recruitment events including open days and offer holder days.
- To undertake student recruitment activities for London College of Communication including external recruitment fair visits.
- To utilise a wide range of tools and materials to both increase course applications and support conversion to enrolment.
- To provide core support to the delivery of LCC's marketing and promotion plans as required.

Recruitment events

- To organise student recruitment events, including open days/evenings and offer holder days, contributing to a consistently high quality visitor experience.
- To coordinate logistics for London College of Communication's attendance at external student recruitment events, including accommodation, travel and couriers.
- To represent London College of Communication and provide information and advice at external student recruitment events.
- To record, store and run reports on marketing data related to recruitment events organised and attended by the College.
- To produce and deliver effective and regular communications to stakeholders of recruitment events, including attendees, students, and academic and support staff.
- To coordinate Student Ambassadors' involvement in marketing and recruitment activities, including briefing students on specific roles/responsibilities and handling payments.
- To organise training activities for Student Ambassadors to ensure they provide professional support at student recruitment events.

Budget/resource monitoring

- To routinely monitor stock levels of marketing materials so that suitable quantities are available for recruitment activities.
- To raise purchase orders and process payments from the LCC marketing budget.

Printed materials and promotional merchandise

- To coordinate the design and production of printed materials that promote and support recruitment events and activities, in line with branding guidelines.

Campaign planning and implementation

- To coordinate student recruitment campaigns for specific subject areas in order to address recruitment priorities and needs.

- To utilise appropriate communication channels (online and offline) for reaching target audiences.
- To coordinate the production of compelling and engaging print and digital advertising that raises awareness of LCC's courses and generates enquiries, open day bookings and applications.
- To contribute to the delivery of communications campaigns that support conversion between key recruitment touch points, including enquiry, open day visit, application, offer and enrolment. Elements of the plan to include recruitment events and targeted HTML emails.
- To review and online referral sites and information sources with accurate and engaging information about LCC and its recruitment events.

Stakeholder communication and networking

- To contribute to activities that develop relationships with key feeder institutions to support recruitment.

Marketing intelligence

- To assist with market research and data analysis to support marketing planning and evaluation.
- To review and evaluate student recruitment activities, including the compilation and analysis of data to inform marketing reports.

Team working

- To work with the wider LCC Internal and External Relations Department on initiatives that raise the profile of the College and enhance its reputation.
- To work closely with colleagues across the College, including academic and admin staff, taking a joined-up approach to recruitment and foster a positive culture of collaboration.
- To develop effective working relationships with student recruitment and marketing colleagues across the University and the other Colleges.

Other responsibilities

- 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.
- 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.

Key Working Relationships: Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

- The College Internal and External Relations Department;
- The College Management Team;
- Course Leaders and Programme Directors;
- The College Information Centre;
- The College Admissions Team;
- The UAL Student Marketing and Recruitment Team;
- Other staff, external partners and suppliers etc with whom regular contact is required.

Specific Management Responsibilities

Budgets: Not applicable.

Staff: Not applicable.

Other (e.g. accommodation; equipment):

Signed _____ Date of last review _____
(Recruiting Manager)

Job Title: Student Recruitment Coordinator Grade 3

Person Specification	
Specialist Knowledge/ Qualifications	- Professional qualification or equivalent in marketing or a related discipline. - Understanding of key issues related to student recruitment and marketing in the higher education sector. - A high level of IT literacy. - Knowledge of customer relationship management principles and practices. - Ability to produce engaging and persuasive marketing communications for a range of different audiences. - Ability to record, analyse, interpret and compare marketing data to inform planning decisions. - Ability to contribute to the training of open day staff, in particular student helpers.
Relevant Experience	- Experience of working in a marketing or student recruitment related role, particularly within a higher education organisation. - Experience of organising recruitment events, particularly those that support student recruitment objectives. - Experience of implementing campaigns using digital marketing channels, including social media and email marketing. - Experience of coordinating projects of a concurrent and overlapping nature, to deadline and within budget. - Experience of using digital channels to deliver effective advertising campaigns. - Experience of using content management systems to update webpages. - Experience of supervising and coordinating staff.
Communication Skills	- Communicates effectively orally, in writing and/or using visual media.
Leadership and Management	- Supervises and motivates individuals or a team effectively, setting clear objectives to manage performance
Planning and Managing Resources	- Plans, prioritises and organises work to achieve objectives on time.
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 student or customer service.
Creativity, Innovation and Problem Solving	- Uses initiative or creativity to resolve problems.