

JOB DESCRIPTION AND PERSON SPECIFICATION		
<b>Job Title:</b> Student Marketing, Recruitment & Conversion Manager		<b>Accountable to:</b> CSM Associate Dean of Student Experience & Enhancement
<b>Contract Length:</b> Permanent	<b>Hours per week/FTE:</b> 35	<b>Weeks per year:</b> 52
<b>Salary:</b> £33,090 - £40,638 per annum		<b>Grade:</b> 4
<b>College/Service:</b> CSM		<b>Location:</b> Central Saint Martins, Kings Cross.
<p><b>Purpose of Role:</b></p> <p>Central Saint Martins (CSM), University of the Arts London, is one of the world's leading centres for arts and design education, a reputation based around the achievements of its graduates and the creative energy of its staff and students. CSM has a global reach in terms of marketing and student recruitment. The College brings a broad range of art and design activities together in a state-of-the-art building in King's Cross, allowing for an exchange of ideas and techniques across disciplines, acting as a huge workshop of thinking and making, underpinned by a strong research base and exceptional technical resources. As well as being a working art, design and performance school, CSM both hosts and delivers numerous seminars, conferences, exhibitions, open days and fashion shows, many of which are open to the public and so present recruitment opportunities.</p> <p>The main purpose of this role is to:</p> <ul style="list-style-type: none"> <li>• Oversee all student marketing, recruitment and conversion activities for CSM.</li> <li>• Devise, implement and evaluate student marketing, recruitment and conversion campaigns for CSM in order to increase the quantity and quality of applications.</li> <li>• Liaise with key academic decision makers (Course Leader, Admissions Tutor, etc.) in the applicant journey to ensure an effective and agile approach to marketing, recruitment and conversion activities.</li> <li>• Liaise with the CSM External Relations team, ensuring all College campaigns align to the wider CSM Strategy.</li> <li>• Liaise with CSM's Admissions team to ensure that marketing, recruitment and conversion activities are closely connected to the work of the admissions team.</li> <li>• Work with the CSM International Development team to ensure marketing, recruitment and conversion activities are supporting effective international recruitment.</li> <li>• Liaise with the University's central Marketing &amp; Student Recruitment, Partner Progression and Outreach teams to ensure synergies between CSM and University driven work.</li> </ul>		
<p><b>Duties and Responsibilities</b></p> <ul style="list-style-type: none"> <li>• To devise and manage the delivery of CSM's Marketing, Recruitment and Conversion Strategy, including all CSM and course marketing activities.</li> </ul>		

- To oversee the enquiry management process for all College course enquiries, including monitoring and maintaining an agreed standard of service and evaluating response times.
- To liaise with the Director of College Administration on student number planning and the setting and monitoring of recruitment targets.
- To implement a Progression Recruitment Plan to maximise internal progression opportunities.
- To manage the production of all relevant promotional material (both online and offline), and to plan and contribute to CSM blogs and social media channels.
- To oversee all course recruitment including Open Days, overseeing and utilising rich data collection, ensuring high customer care levels at all stages.
- To oversee CSM presence at education fairs and act as an ambassador/representative for both CSM and University at external events/fairs.
- To devise and implement course-specific recruitment activities, using the CSM website, external social media platforms and other forms of print and online content to ensure recruitment and conversion targets are met.
- To oversee all CSM print peripherals associated with marketing, recruitment and conversion, so ensuring CSM/UAL branding guidelines are met, and all material is relevant and of a high standard.
- To monitor effectiveness and evaluate all activities against agreed targets ensuring value for money and quality of delivery.
- To oversee and build CSM's recruitment database.
- To engage and work with key academic staff and College Senior Management Team to support and advocate student recruitment opportunities.
- To set up market research programmes to increase marketing intelligence about student profile and portfolio and to monitor customer feedback to promotions.
- To manage student recruitment budgets to achieve maximum impact with resources.
- To establish close and facilitative relationships with the Student Recruitment units within the other Colleges in the University.
- To line manage members of the Marketing and Student Recruitment team, including appointment and appraisal 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.

- Associate Dean of Student Experience & Enhancement
- Director of College Administration
- Director of External Relations
- CSM Marketing Team
- CSM Admissions staff
- CSM International Development team
- CSM Academic staff
- Central University Marketing & Recruitment, Outreach and Partner Progression teams

**Specific Management Responsibilities**

**Budgets:** Recruitment Budget

**Staff:** Information and Marketing Administrator, Marketing Assistant

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The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria.

<b>Person Specification</b>	
<b>Specialist Knowledge/Qualifications</b>	<ul style="list-style-type: none"><li>• Educated to degree level or equivalent relevant experience.</li><li>• Understanding of marketing theory.</li><li>• Knowledge of art and design, creative arts in higher education and the creative and cultural industries.</li></ul>
<b>Relevant Experience</b>	<ul style="list-style-type: none"><li>• Significant student recruitment/marketing experience within an arts or education context.</li><li>• Significant experience of using social media for marketing, recruitment and conversion campaigns, including publishing content.</li><li>• Experience of working in target driven environment.</li><li>• Experience of customer care, using effective professional practice to support excellent applicant experience.</li><li>• Ability to apply knowledge and experience, sharing learning and experience with others, and engages in updating and training activities.</li><li>• Experience in creating, implementing and evaluating online and offline marketing and communication campaigns.</li><li>• Project management experience.</li><li>• Uses appropriate levels of IT skills to enable best use of available information and communications, as necessary for the post. These may include but are not limited to the following: MS Office, email, intranet, web/internet, electronic diary, customer relationship management (CRM) systems, social media, content management system (CMS), Google Analytics.</li><li>• Experience of dealing with difficult situations or confidential matters according to policy and procedures, referring to others where necessary and appropriate.</li><li>• Ability to undertake health and safety duties and responsibilities appropriate to the post.</li><li>• Ability to commit to and implement the University's Equal Opportunities Policy.</li></ul>
<b>Communication Skills</b>	<ul style="list-style-type: none"><li>• Communicates effectively orally, in writing and/or using visual media.</li></ul>

<b>Leadership and Management</b>	<ul style="list-style-type: none"> <li>• Motivates and leads a team effectively, setting clear objectives to manage performance</li> </ul>
<b>Professional Practice</b>	<ul style="list-style-type: none"> <li>• Contributes to advancing professional practice/research or scholarly activity in own area of specialism.</li> </ul>
<b>Planning and Managing Resources</b>	<ul style="list-style-type: none"> <li>• Plans, prioritises and organises work to achieve objectives on time.</li> </ul>
<b>Teamwork</b>	<ul style="list-style-type: none"> <li>• Works collaboratively in a team and where appropriate across or with different professional groups.</li> </ul>
<b>Student Experience or Customer Service</b>	<ul style="list-style-type: none"> <li>• Builds and maintains positive relationships with students and other customers.</li> </ul>
<b>Creativity, Innovation and Problem Solving</b>	<ul style="list-style-type: none"> <li>• Uses initiative or creativity to resolve problems</li> </ul>

**Updated July 2017**