

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Student Marketing Manager

Accountable to: CCW Head of Marketing

Contract Length: Permanent

Hours per week/FTE: 35

Weeks per year: 52

Salary: £38,010 - £45,603 per annum

Grade: 5

College/Service: CCW External Relations

Location: Chelsea College of Arts

Purpose of Role:

To devise, implement and evaluate student recruitment campaigns for the College in order to increase the quantity and quality of applications.

To be a senior member of Chelsea College Senior Management team, overseeing all student recruitment and marketing activities for the College, supporting all College initiatives that not only increase general awareness of the College in local, national and international markets but also enhance the College's reputation.

To report to the CCW Head of Marketing ensuring all College campaigns align to the wider CCW Recruitment Strategy.

Duties and Responsibilities

- To devise and manage the delivery of Chelsea's Recruitment Strategy including all College and course marketing activities.
- To devise and implement a detailed Conversion Programme across all levels.
- Within the recruitment context to manage all content and communication channels both online and offline such as social media between the College and enquirers/potential student/other stakeholders
- To manage the production of all relevant promotional material both online and offline, to plan and contribute to College blogs and social media channels
- To oversee the enquiry management process for all College enquiries, including monitoring and maintaining an agreed standard of service and evaluating response times
- To oversee all course recruitment including Open Days, overseeing data collection and ensuring high customer care levels at all stages.
- To implement a Progression Recruitment Plan to maximise internal progression opportunities.
- To undertake event management to include the annual end of year shows ensuring all recruitment opportunities are maximised.
- To work with the Head of Marketing to develop and implement College feeder institution recruitment plan.
- To oversee all College promotional print ensuring UAL branding guidelines are met.
- To oversee all front of house areas ensuring marketing 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 College presence at education fairs and act as an ambassador/representative for College and University at external events/fairs.
- To manage operational procedures for the College Student Engagement/Enquiries Team,

- To identify and develop markets for the College course portfolio, especially local markets.
- To advise the College and Head of Marketing on portfolio developments
- To oversee and build the College's database.
- To undertake general marketing and communication initiatives on behalf of the College
- To work with and be an active member of the wider CCW Student Marketing team
- To liaise with the College's Student Administration Unit and the Admissions Manager, to have a joined-up approach to marketing and admissions activities.
- 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 Colleges of the University, and the University Communications and Development Department.
- To line manage members of the Student Marketing/Enquiries 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.

- Head of Marketing
- Dean of Chelsea
- Associate Dean of Chelsea
- Director of External Relations
- CCW Student Marketing Managers/Officers
- CCW Admissions staff
- Chelsea academic staff

Specific Management Responsibilities

Budgets: Recruitment Budget

Staff: Marketing Assistants.

Other (e.g. accommodation; equipment):

Job Title: Student Marketing Manager

Grade: 5

Person Specification

<p>Specialist Knowledge/ Qualifications</p>	<p>Educated to degree level or significant relevant experience</p> <p>Significant student recruitment/marketing experience within an arts or education context</p> <p>Understanding of marketing theory</p> <p>Knowledge of art and design</p> <p>Willing to commit to own development through effective use of the University's appraisal scheme and staff development processes.</p>
<p>Relevant Experience</p>	<p>Significant experience of using social media for marketing/recruitment campaigns including publishing content</p> <p>Experience of working in target driven environment</p> <p>Experience of customer care</p> <p>Ability to apply knowledge and experience, sharing learning and experience with others, and engages in updating and training activities.</p> <p>Willing to commit to own development through effective use of the University's appraisal scheme and staff development processes.</p> <p>Experience in creating, implementing and evaluating on line and offline marketing and communication campaigns</p> <p>Project management experience</p>
<p>Communication Skills</p>	<p>Communicates effectively orally and in writing adapting the message for a diverse audience in an inclusive and accessible way</p>

Leadership and Management	Motivates and leads a team effectively, setting clear objectives to manage performance
Research, Teaching and Learning	Applies innovative approaches in teaching, learning or professional practice to support excellent teaching, pedagogy and inclusivity
	Applies own research to develop learning and assessment practice
Professional Practice	Contributes to advancing professional practice/research or scholarly activity in own area of specialism
Planning and managing resources	Plans, prioritises and manages resources effectively to achieve long term objectives
Teamwork	Works collaboratively in a team and where 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	Suggests practical solutions to new or unique problems

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