

Job Description
Job Title – Student Marketing Associate

Job Description	
College/Service Central Saint Martins (CSM)	Location King's Cross
Contract Length Fixed Term (18 months)	Hours per week / FTE 35 hours/ 1.0 FTE
Accountable to Student Marketing Manager	Weeks per year 52
Salary £25,645 - £29,851 per annum	Grade 2

Job Description
<p>Purpose of Role</p> <p>This role is an exciting opportunity for a recent UAL graduate who has an interest in student marketing to play an integral role in the information, advice and guidance Central Saint Martins (CSM), UAL provides to a diverse range of prospective students.</p> <p>We are looking for a well-organised individual with strong presentation skills who can work independently to help us market to the next generation of creatives. The role holder will work as a member of the Student Marketing and Recruitment Team to support in the delivery, coordination and administration of student marketing and conversion activities. The post holder will work on both print and digital projects and will assist in the implementation of the Central Saint Martins student marketing and recruitment strategy. The role will involve liaising with course teams, supporting the Student Marketing and Recruitment Team with the production of materials that assist in the prospective student journey.</p>

Duties and responsibilities

1. To assist with the booking and production of the full range of creative services: copywriting, event management, CRM communications, web and social media digital content.
2. To assist the Student Marketing Officer with posting and tracking of agreed marketing on Facebook, Instagram, LinkedIn and other relevant social media.
3. To gather and analyse information that relates to student marketing and conversion campaigns.
4. To work on student and alumni profiles, liaising with students, course leaders and assisting with corrections and sign off.
5. To provide administrative support to the Student Marketing and Recruitment Team.
6. To support course enquiries as and when required, by email, social media and in person.
7. To give tours of the College to visitors and prospective students as and when required.
8. To assist with the production of student marketing collateral for open days, College tours, interview weeks and offer holder events.
9. To assist with internal Student Ambassador recruitment marketing campaigns.
10. To provide ad hoc marketing support to other marketing projects as required.
11. To work collaboratively across Student Marketing and Recruitment, Admissions and across the University as required, to meet objectives.
12. To undertake other duties as required by the line manager.

General Duties

1. To perform such duties consistent with your position as may from time to time be assigned to you from anywhere within the University.
2. To undertake health and safety duties and responsibilities appropriate to the post.
3. A commitment to the University's Equal Opportunities Policy, together with an understanding of how it operates within the responsibilities of this post.
4. A commitment to your own development and that of your staff through effective use of the University's appraisal scheme and staff development processes.

Key Working Relationships:

- Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.
- Head of Student Marketing and Recruitment
- Student Marketing Manager (Content and Development)
- Student Marketing Officer
- Student Recruitment Manager
- Student Recruitment Associate
- Senior/Academic Recruitment Coordinators
- Academic Staff
- External Relations Team
- Admissions and Academic Registry Team
- UAL Student Marketing and Recruitment Team
- External stakeholders

Specific Management Responsibilities

Budgets: n/a

Staff: n/a

Other (e.g. accommodation; equipment): n/a

Signed

Date of last review (Recruiting Manager)

Job Title: Student Recruitment Associate**Grade: 2**

Shortlisting will be based on your how you demonstrate in your personal statement that you meet the following criteria:

Person Specification		
Means of testing - A=application I=interview T=selection task		
Specialist Knowledge/Qualifications	<ul style="list-style-type: none">Recently completed a degree (within 3 years) at Central Saint Martins or University of the Arts, LondonKnowledge of art and design, creative arts in Higher Education and the creative and cultural industriesA familiarity with the programmes of study and student life offered by Central Saint Martins/University of the Arts London and issues relating to Higher Education	A AI AI
Relevant Experience	<ul style="list-style-type: none">Experience of working on print and digital marketing projects	AI
Communication Skills	<ul style="list-style-type: none">Communicates effectively orally, in writing and/or using visual media	A
Leadership and Management	<ul style="list-style-type: none">Effectively delivers training or briefings to support understanding or learning	AI
Planning and Managing resources	<ul style="list-style-type: none">Plans, prioritises and organises work to achieve objectives on time	AI
Teamwork	<ul style="list-style-type: none">Works collaboratively in a team or with different professional groups	AI
Student Experience or Customer Service	<ul style="list-style-type: none">Provides a positive and responsive student or customer service	AI
Creativity, Innovation and Problem Solving	<ul style="list-style-type: none">Uses initiative or creativity to resolve day-to- day-problems	AI
Other	<ul style="list-style-type: none">DBS checks (enhanced) required for this role	A

Last updated: June 2022