

JOB DESCRIPTION

Job Title: Senior Student Recruitment Coordinator

Accountable to: Senior Marketing Manager

Contract Length: Fixed term: 12 months

Hours per week/FTE: 35

Weeks per year: All

Salary: ££33,653 - £41,329

Grade: 4

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 develop and undertake 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. Responsible for the line management and development of the Student Recruitment Coordinator.

Duties and Responsibilities

Principle responsibilities

- To lead on and organise student recruitment events and activities for London College of Communication in order to both increase applications and support conversion to enrolment.
- To monitor and evaluate LCC's student recruitment events and activities in order to improve delivery and enhance the visitor experience.
- 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 promotional plans, coordinating campaigns when required.

Recruitment events

- To plan, organise and review an annual programme of recruitment events for LCC, including open days/evenings and offer holder days, ensuring a consistently high quality visitor experience.
- To manage and oversee 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 proactively record, store and run reports on marketing data related to recruitment events organised and attended by the College.
- To plan, produce and oversee the delivery of effective and regular communications to stakeholders of recruitment events, including attendees, students, and academic and support staff.
- To manage Student Ambassadors' involvement in marketing and recruitment activities, including briefing students on specific roles/responsibilities and handling payments.
- To design and deliver training activities for Student Ambassadors to ensure they provide professional support at student recruitment events.

Staff Management Supervision

- To line manage and develop the Student Recruitment Coordinator in line with University policies and procedures, instilling a positive team culture and proactive approach.
- To oversee Student Ambassadors' involvement in student recruitment activities, including organising and supporting selection, training and briefing activities when required.

Budget/resource monitoring

- To routinely monitor the marketing budget and to run financial reports when required.
- 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 manage 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 develop and implement student recruitment campaigns for specific subject areas in order to address recruitment priorities and needs.
- To identify and utilise appropriate communication channels (online and offline) for reaching target audiences.
- To coordinate and project manage 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 design and delivery of an annual communications plan that supports conversion between key recruitment touch points, including enquiry, open day visit, application, offer and enrolment. Elements of the plan to include targeted HTML e-zines and recruitment events.

Stakeholder communication and networking

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

Marketing intelligence

- To undertake market research and data analysis under the direction of the Senior Marketing Manager.
- To proactively review and evaluate student recruitment activities, including the compilation and analysis of data for marketing reports and plans.

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 Team;
- 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: Student Recruitment Coordinator

Other (e.g. accommodation; equipment):

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Signed _____ Date of last review _____
(Recruiting Manager)

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Person Specification	
Specialist Knowledge/Qualifications	<ul style="list-style-type: none">- Degree or advanced 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.- Excellent IT skills particularly to include Outlook, web based content management systems and CRM systems.- Knowledge of customer relationship management principles and practices.- Ability to produce engaging and persuasive marketing copy that communicates effectively with multiple audiences.- Ability to interpret and analyse data and complex information sources in order to assess return on investment and produce management reports for a wide variety of audiences.- Ability to contribute to the training of open day staff, in particular student helpers.- Excellent negotiation skills, to influence, persuade and network with colleagues within the College, the wider University and externally.
Relevant Experience	<ul style="list-style-type: none">- Experience of working in a marketing or student recruitment related role, particularly within a higher education organisation.- Experience of managing recruitment events, particularly those that support student recruitment objectives.- Experience of planning and implementing marketing campaigns that utilise all elements of the marketing mix.- Significant and demonstrable experience of managing projects of a concurrent and overlapping nature, to deadline and within budget.- Experience of using a wide range of digital channels to deliver effective advertising campaigns.- Experience of conducting marketing research to gather intelligence, analyse data and inform marketing planning activities.- Experience of supervising and coordinating staff.
Communication Skills	<ul style="list-style-type: none">- Communicates effectively orally, in writing and/or using visual media.
Leadership and Management	<ul style="list-style-type: none">- Motivates and leads a team effectively, setting clear objectives to manage performance.
Planning and Managing Resources	<ul style="list-style-type: none">- Plans, prioritises and organises work to achieve objectives on time.
Teamwork	<ul style="list-style-type: none">- Works collaboratively in a team and where appropriate across or with different professional groups.
Student Experience or Customer Service	<ul style="list-style-type: none">- Builds and maintains positive relationships with students or customers.
Creativity, Innovation and Problem Solving	<ul style="list-style-type: none">- Uses initiative or creativity to resolve problems.

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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.