

JOB DESCRIPTION

Job Title: Faculty Marketing and Recruitment Manager

Grade: SG7

Department: Faculty of Education Health and Human Sciences

Responsible to: Head of Business Operations

Responsible for: Senior Marketing & Communications Officer, Senior Digital Marketing Officer, Senior Events Officer, Student Ambassador

Key Contacts: Faculty of Education, Health & Human colleagues. Staff at all levels in faculties and central services, particularly Marketing and External Relations.

Non-Contractual Nature of Role Profile: This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.

PURPOSE OF ROLE

Provide effective leadership and management for the marketing and events team for the Faculty of Education, Health & Human Sciences.

Develop and implement a successful Marketing and Recruitment plan underpinned by a coherent strategy to improve student recruitment and engagement with wider stakeholders.

Lead the marketing team to create and deliver all marketing and student recruitment-focused communications and events. Deliver face-to-face and virtual recruitment events and other events which directly impact Student Success.

KEY ACCOUNTABILITIES

Team Specific:

- Develop and lead on Faculty Student Recruitment and Marketing strategy, ensuring clear operational implementation plans, to deliver the Faculty's recruitment and student success objectives.
- Lead and manage the Faculty Marketing team.
- Take the lead on faculty Marketing across the institution with both internal and external stakeholders, such as the Marketing and External Relations Directorate and media agencies.

Generic:

- Work closely with the Head of Business Operations to ensure the marketing team's activities enable the Faculty to meet agreed student recruitment targets.
- Devise, implement and deliver a targeted marketing place.

- Lead the team in their operational delivery and implementation of the Faculty's Marketing and Recruitment Strategy.
- Oversee management of devolved web content and act as an interface between the central web team and the Faculty.
- Oversee management of the CRM activity for the Faculty, delivering an effective 'Keep in Touch' plan across all programs.
- Provide accurate statistics to monitor recruitment and make informed decisions about focusing marketing and events spend and to forecast recruitment trends.
- Using analytics, evaluate the impact of all activities on target audiences and their decision-making process, identifying opportunities for change.
- Proactively manage the Faculty marketing budget.
- Work with Student Recruitment and Outreach teams to develop good relationships with feeder schools and colleges to deliver recruitment initiatives. Oversee and review faculty outreach initiatives, adding additional opportunities where possible.
- Manage representation for the Faculty to deliver presentations relating to recruitment both outside and inside the University (e.g. exhibitions, open days, feeder schools etc). Ensure presentations are high-quality, accurate and compelling.
- Lead the team to develop high quality marketing assets, social media content, display materials and other Faculty collaterals. Champion engaging and relevant communications to include student case studies, programme-specific content, academic/alumni interviews, news stories and support materials for new programme/market launches.
- Deliver the FEHHS monthly staff bulletin, monitoring and reporting on engagement metrics, making recommendations for change as appropriate.
- Be the brand guardian for the FEHHS and University brands in Faculty, supporting staff to ensure that all Faculty assets follow brand guidelines.
- Be Faculty operational lead for Clearing including planning, reporting, management of the Faculty clearing team and associated tasks.
- Oversee and support organisation of Faculty events including Recruitment events (open events, offer holder days), Academic conferences and student success events, including, guest speaker lectures, networking, careers events and others.
- Contribute to the wider Professional Services team activities and development as a member of the Professional Services team leaders' group.

Managing Self:

- Manage own workload systematically and that of direct reports.
- Work in a flexible manner, ensuring successful project delivery.
- Ability to prioritise and work on own initiative without constant supervision.
- Ability to work accurately under pressure.
- Communicate clearly and concisely, building strong relationships to enhance successful outcomes.

Core Requirements:

- Commitment to the key strategic priorities of the Faculty and University.
- Adhere to and promote the University's policies on Equality, Diversity and Inclusion and Information Security.
- Ensure compliance with Health & Safety and Data Protection Legislation.
- Support and promote the University's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the University's negative environmental impacts wherever possible.
- Adhere to current legal requirements and best practice relating to digital content and accessibility, including Web Content Accessibility Guidelines when creating digital content.

Additional Requirements:

Undertake any other duties as requested by the line manager or appropriate senior manager, commensurate with the grade.

This is a professional, demanding role within a complex organisation with an ambitious strategic plan and agenda for change. The role holder will be expected to show flexibility in working arrangements, including working hours, to ensure that Faculty Operations delivers the required level of service.

For this role, this means occasional out-of-hours and Saturday working and working off-campus when supporting events.

The postholder's main office location will be the Avery Hill campus but travel will be required to the other campuses in line with business needs.

Freedom of speech and academic freedom:

In any matter falling under this policy, the university will have particular regard to, and place significant weight on, the importance of freedom of speech within the law, academic freedom and tolerance for controversial views in an educational context or environment. The University's commitments to freedom of speech and academic freedom are set out in the Freedom of Speech Code of Practice. In the event of any conflict between this policy and the Freedom of Speech Code of Practice, the Freedom of Speech Code of Practice will take precedence.

KEY PERFORMANCE INDICATORS:

- Successful delivery of Marketing and Student Recruitment Strategy – measured through improved application/acceptance/conversion rates.
- Successful development and delivery of Faculty events – measured through attendance and customer experience.
- Successful operational delivery of effective, quality Marketing content, collaterals and events that has a positive impact on recruitment and conversion.
- Ability to lead effectively, creating a collegiate, focused and successful team
- Proven attention to detail and the ability to problem-solve creatively.
- Ability to communicate clearly and appropriately with a range of audiences.
- Excellent planning and organisation skills with the ability to manage multiple projects simultaneously and meet deadlines.
- Building effective relationships with stakeholders

KEY RELATIONSHIPS (Internal & External):

- Faculty of Education, Health & Human Sciences staff, particularly the Marketing team, other Faculty Professional Services leaders and the senior team
- Staff at all levels in faculties and directorates, both professional services and academic
- Director of Marketing and Communications and all colleagues in Marketing and External Relations, including Admissions, Content, PR, Digital and Outreach.
- External media and advertising agencies
- Feeder schools and placement provider

PERSON SPECIFICATION

EXPERIENCE:

Essential Criteria

Experience of developing and implementing marketing and recruitment strategies

Broad range of experience and understanding of marketing operations such as content creation, advertising, social media, internal and external communications and other media

Experience of managing a team of staff, including development and training

Experience of project management including briefing, scheduling, budget control and evaluation

Experience of engaging successfully with a range of staff levels and managing complex relationships, including communications and negotiations, with a range of stakeholders

Experience of using computerised management information systems, databases and technology to improve marketing outcomes and processes

Experience of prioritising work and that of a team, with the ability to meet demanding deadlines

Demonstrated clear understanding of the customer journey

Desirable Criteria

Extensive experience in the HE and/or relevant sectors

Extensive experience in Student Recruitment

SKILLS:

Essential Criteria

Good problem solving and decision-making skills; is at ease being empowered Strong leadership and team building skills

Creative, proactive and flexible — able to pivot to direct resource and marketing support where needed

Excellent organisational skills with ability to work accurately and effectively under pressure

Proven project management skills to manage competing priorities to plan and organise resources appropriately

Excellent communication, interpersonal and negotiating skills, able to achieve a coherent approach across different teams

Excellent customer service skills

Desirable Criteria

N/A

QUALIFICATIONS:

Essential Criteria

Degree or professional qualification in related field or considerable proven relevant experience

Desirable Criteria

Marketing, advertising, or events professional qualification, degree or higher degree

PERSONAL ATTRIBUTES:

Essential Criteria

We are looking for people who can help us deliver the values of the University of Greenwich: Inclusive, Collaborative and Impactful

Desirable Criteria

N/A