

JOB DESCRIPTION

Job Title:	Admissions, Outreach and Student Support (success and communication)	Grade:	SG6
Department:	Pharmacy	Date of Job Evaluation:	August 2018
Role reports to:	School Administrative Manager		
Direct Reports	None		
Indirect Reports:	Director of Undergraduate Recruitment Director of Internationalisation		
Other Key contacts:	Directors of Graduate Studies		
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:

To support recruitment and marketing activities throughout the school. To improve the student experience at Medway School of Pharmacy. You will analyse data to see where improvements could be made to help engage students and ultimately improve their performance. You will be solely responsible for all social media channels and assist with the School's website and Virtual Learning Platforms.

Research suggests that students who engage with activities during their time at University are stronger performers academically. This role will involve liaising with students, professional staff and academic staff both within the School and with the University of Kent and University of Greenwich to help achieve a better student experience at Medway School of pharmacy.

KEY ACCOUNTABILITIES:

Team Specific:

Admissions

- Act as first point of contact for all undergraduate programme enquires
- Plan, organise and attend all school conversion days and undergraduate open days.
- Manage a rota of academic and support staff and students, ensuring the school is represented at both university based open days
- To be responsible for student compliance with Pre-Admission paperwork and processes
- Work with undergraduate student organisations; Medway Pharmacy Students' Association in organising events and act as a non-academic liaison
- Facilitate student focus groups and produce high quality feedback data, with suggestions of implementation to the School Management Team
- Work with the Director of Student Experience and Director of Undergraduate Recruitment in implementing marketing initiatives throughout the year on social media platforms

Outreach

- Work with the Director of Undergraduate Recruitment to plan and resource outreach activities, such as talks at secondary schools, science fairs and recruitment exhibitions
- Maintain a database of local and national schools
- Work with the Director of Student Experience to develop an alumni communication policy
- Support the Director of Internationalisation in promoting the school's Internationalisation Strategy

- Take overall responsibility for organising the undergraduate careers fair. Work with representatives from local pharmacies, hospitals and national industry companies to maximise opportunities for undergraduate students, as well as looking to establish links within other areas of the school, such as teaching and research

Marketing

- Work with MSoP staff to update the school and university websites to ensure correct admissions criteria and programme information
- Work with the Directors of Undergraduate Recruitment and the Directors of Graduate Studies to create a marketing strategy for the school and oversee the implementation
- Act as first point of contact for marketing departments of both Universities. Review and amend school wide marketing material ensure a consistent and co-ordinate approach across the school
- Work with the Director of Undergraduate Recruitment and the Student Support Officer (Student Success and Communication) and the Directors of Graduate Studies in planning and implementing annual marketing initiatives throughout the year

Generic:

Managing Self:

- Must have excellent communication skills both verbal and written to explain the meaning and implications of data (quantitative/qualitative) analysis
- Must be able to use appropriate communication methods which may change depending on the audience
- Follow University branding guidelines for all media content
- This role will require you to be able to manage workloads with little supervision. You must be able to work on various projects simultaneously and be able to manage your time accordingly.
- Overall responsibility for the School's Social Media platform. It will be your responsibility to gather relevant content to ensure the school is up to date and relevant

Core Requirements:

- Adhere to and promote the University's policies on Equality and Diversity and Information Security;
- Ensure compliance with Health & Safety regulations;
- 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.

Additional Requirements:

The postholder needs to have a strong understanding of the academic cycle to ensure recruitment and marketing activities are prioritised appropriately and considerable motivation and enthusiasm to ensure recruitment and marketing activities are driven forward

KEY PERFORMANCE INDICATORS:

KEY RELATIONSHIPS (Internal & External):

- Director of Student Experience
- Director of Education
- Director of Undergraduate Recruitment
- Directors of Graduate Studies

- Senior Tutor
- Student Support Office-Data and QA
- Admissions Outreach and Marketing Officer
- Head of School
- Programme leads for undergraduate and postgraduate programmes
- Taught Postgraduate Administrator & Data Information Officer

PERSON SPECIFICATION
Essential
Experience

- Knowledge of the UCAS application process
- Experience of working in a marketing environment
- Knowledge or experience of working in events
- Experience of working with large data sets, being competent in gathering, analysing and presenting data effectively.
- Experience of regular, concise report writing.
- Experience of handling confidential and sensitive information.
- Experience with Dreamweaver
- Experience of working with various types of social media platforms and their analytics

Skills

- Excellent communication skills, written and oral. Can adapt communication to audience, i.e talking to applicants in secondary education through to industry professionals
- Competent with all Microsoft Office applications
- Good organisation skills with the ability to work with little management.
- Ability to critically evaluate the success of interventions
- Excellent interpersonal skills with the ability to work confidently and diplomatically with people of all levels from students to senior management
- Ability to confidently communicate ideas and results, including presentations to people of all levels
- Ability to self-critic work and constantly review processes to improve
- Time management skills with the ability to prioritise workloads
- Quantitative and qualitative data analysis skills

Desirable
Experience

- Experience of working within a marketing department within a Higher Education Institution
- Experience of working with Adobe software (ie. Adobe Spark, Photoshop)
- Experience of producing printed and online publications, including e-letters and video.
- Experience of photography
- Experience of using social media for marketing purposes
- Experience of managing large numbers of students and monitoring schemes (i.e., mentoring)
- Experience of working within a STEM environment.
- Knowledge of Moodle and other VLE platforms

Qualifications

- Good first degree or equivalent professional experience
- Experience of working in a Higher Education Institution

Personal attributes

- Excellent organisation abilities. The post holder will be required to organise various large events
- An genuine interest in student life at university and commitment to the students learning environment
- Enthusiastic approach, always looking for ways to improve policies and procedures
- We are looking for people who can help us deliver the [values](#) of the University of Greenwich: Excellence, Determination, Inclusivity, Ambition and Creativity