



## JOB DESCRIPTION

<b>Job Title:</b> Student Recruitment & Marketing Officer	
<b>Department /Division/Unit:</b> Communications & Engagement	
<b>Faculty/Professional Service:</b> Directorate	
<b>Location:</b> Keppel Street, London WC1E 7HT	
<b>Reports to:</b> Student Communications and Engagement Manager	
<b>Responsible for:</b> -	
<b>Full Time/Part Time/Casual:</b> FT	<b>Hours (if less than full time):</b>
<b>Grade:</b> (Please leave blank)	
<p><b>Overall Purpose of the job</b></p> <p>The successful applicant will work with the Student Communications and Engagement Manager to deliver the LSHTM's student recruitment and marketing practices and initiatives as well as reviewing the overall student marketing activities, with a view to introducing new techniques and channels and ensuring return on investment.</p> <p>In line with our School's strategy, you will particularly focus on the development and implementation of the student recruitment and marketing strategy to attract students with the highest potential from around the world to study the following programmes: Master's degrees, Doctoral degrees, short courses and distance online programmes, as well as funding opportunities.</p> <p>The role will act as a point of liaison internally with key academic and professional services staff across the institution in delivering student marketing activities, and meeting the LSHTM's ambitious recruitment targets.</p> <p>We are looking for a Student Recruitment &amp; Marketing Officer who is a good team player with a flair for social media and demonstrable experience in marketing campaign management across a wide range of channels. You will also enjoy being part of a small busy, dynamic and supportive team.</p> <p>Further particulars can be found in the attached job description.</p> <p>To be successful in the role, you need to have a track record of engaging audiences by producing compelling content, with scrupulous attention to detail and solid organisational skills. Experience of building and maintaining effective relationships with stakeholders across the institution and beyond is essential, alongside a proactive approach to monitoring and undertaking analysis of marketing campaigns.</p>	

## **Principal Duties and Responsibilities (Examples)**

### **Communications**

#### **Student recruitment and marketing**

- Responsible for responding to requests for information from prospective students via email, phone and in person, including guided visits, and following up leads generated by marketing activities and affiliate sites
- Liaising and negotiating effectively with advertisers, designers and other suppliers while presenting a friendly and professional image at all times.
- Working with advertising agencies to set up, manage, optimise and report on paid search and display advertising campaigns across various platforms - including Google Ads and Bing Ads.
- To produce marketing data, analytics and intelligence reports which effectively and clearly communicate valuable operational and strategic insights to inform the activities of others, the wider team, and higher-level decision-making by senior stakeholders including the Head of Department and Senior Leadership Team.
- Acting as a central point of contact for student recruitment marketing within the School, advising stakeholders involved in student recruitment marketing on best practice communication approaches and engagement techniques to attract prospective students.
- Representing the School at student recruitment fairs and conferences nationally and internationally, and promoting the School's educational portfolio
- Responsible for creating appealing and high performing landing pages and rich media content in support of student marketing campaigns;
- Produce high-quality written content for the website, as well as soliciting and commissioning written, video and audio content contributions from staff, students and external contributors
- Responsible for improving the School's SEO and helping maximise digital advertising campaigns' effectiveness, as well as strategically targeting and attracting prospective students and audiences to key areas of the School's website.

#### **Social media**

- Monitor and manage our student-facing social media accounts, replying to messages quickly to provide positive customer experience and develop a sense of community with our followers. This will include content generation, daily interaction, management of paid adverts, management of customer enquiries, ongoing analysis and reporting.
- Maintaining a distinct online presence by creating and scheduling diverse and topical content to increase brand awareness, followers and engagement across a number of social platforms.
- Creating engaging and informative visual and written content that promotes audience interaction, increases audience presence on the School's social sites, and encourages audience participation
- Provide expert advice and guidance to academics on the innovative use of social channels as a marketing tool and to maximise effectiveness and resources.

#### **Publications**

- Oversee the production and design of online and print adverts and email marketing campaigns. This includes handling budget, managing relationships with designers, creating artwork as per given specifications, sourcing or writing content, editing, proof-reading and managing distribution.
- Research, develop and continually update a suite of materials and online information for prospective students and their advisers including producing course leaflets, videos or developing/updating School's webpages in line with LSHTM's brand guidelines

### **Teamwork and Motivation**

- Participate and contribute fully as a member of the Communications and Engagement team, and help with other teams activities whenever possible (eg. during specific events).
- Establish and develop sustained relationships with internal stakeholders including programme directors, Registry and other student services to ensure student recruitment and marketing activities are well co-ordinated and contribute to meeting the School's student recruitment targets.
- Work together with the Student Communications and Engagement team to develop and implement student engagement activities such open days, webinars, welcome week etc.
- Work closely with the University of London International Programmes marketing team to ensure that the School's distance learning programmes are promoted appropriately and effectively and ensure that the marketing collaterals and messaging follows the School's branding guidelines.

### ***Liaison and Networking***

- Stay abreast of the latest marketing thinking and competitor activities, and investigating new ideas that will complement and enhance the School's marketing activities and provide return on investment, and liaise with relevant suppliers to secure products or services.
- Actively represent the School at relevant internal and external marketing and student recruitment working groups and meetings, and provide marketing representation and input.
- Manage internal liaison with relevant academic and professional services department. This includes meeting programme directors and other academics to decide student recruitment target for their course, and preparing a marketing plan to achieve these targets. It will also involve dealing with student services departments such as Admissions to monitor numbers and ensure the School is on target, Fees team to ensure that scholarship opportunities are promoted to increase student recruitment.
- Develop and manage new and existing relationships with advertising agencies in the UK and overseas. Negotiate contracts and costs with external agencies, in particular advertising agencies and recruitment fairs.

### ***Service Delivery***

- Responsible for the development of advertising campaigns to promote and enhance the School's reputation and course offering, and tailor that message to a variety of audiences.
- Offer expert digital marketing support and advice to course leaders, programme directors and senior management through explaining which digital channel would best match their preferred audience and budget and create a tailored marketing plan accordingly.
- Lead national and overseas missions, exhibitions and events to designated countries to recruit students, raise the Schools' profile
- Manage the day-to-day management of the School's study section of the website ensuring all content is current and up-to-date, and that the site is fully optimised for search engine performance and accessibility
- Actively maintain an understanding of the health sector, using this to inform decisions relating to student recruitment and positioning and define strategy.
- Provide advice and/or information to colleagues on the design of promotional materials such as course leaflets, poster or banners.

### ***Decision Making***

- Make strategic decisions that support cost-effective marketing of all the School's programmes, this involves looking at admissions data and see which course requires attention, decide the best channel for the target audience that would also bring return on investment.
- Manage the devolved advertising budget (circa 120k) for the designated target markets including processing and reconciling all financial payments, invoices, purchase orders and expense claims.
- Negotiate contracts and costs with third party affiliate sites and taking informed spending decision ensure value for money and quality when procuring external products and services
- Set student recruitment targets, with advice from faculties, colleagues and suitable market analysis and in agreement with the School's senior management.
- Take independent responsibility for decisions relating to the School's day-to-day marketing activities

### ***Planning and Organising***

- Lead on creating operational plans for the delivery of programme marketing strategies, and communicating the Department's brand identity and key marketing messages effectively to a wide global audience. Effectively planning and prioritising budget, time and resources to ensure that all essential marketing activities are delivered on an annual basis to time and to the highest standard
- Implement, measure and evaluate annual online advertising campaigns using PPC, display, affiliates to support the prospective student digital journey and drive traffic to the School's website.
- Independently prioritise and manage own work with minimal supervision and deal with unforeseen changes and issues throughout the annual admissions cycle.

### ***Initiative and Problem Solving***

- Working closely with the Quality Assurance team to define relevant quality assurance processes that ensure that all marketing materials/activities comply with relevant regulations, particularly the requirements of the Competition & Markets Authority, the Advertising Standards Authority and the General Data Protection Regulation (GDPR).
- Take initiative in gathering, analysing and interpreting data from internal and external sources, and briefing colleagues on trends, policies, legislations and regulations which have the potential to impact on national and international student recruitment.
- Proactively approach the role and using own initiative to evaluate working practices and procedures where appropriate and make recommendations accordingly.
- Be creative, strategic and flexible in taking decisions to change or enhance strategies and activities during the annual admissions cycle in response to problems meeting recruitment targets, changes to processes or resources available internally across the School, or changes in the external market.
- Identify potential areas of development and improvement for student marketing campaigns

### ***Analysis and Research***

- Manage the production of regular digital marketing reports evaluating the effectiveness of the digital marketing campaigns, websites and social media channels and to make recommendations for improvement.
- Develop and integrate relevant analytics tools, and use them to provide reports to inform future development of digital marketing projects.
- Establish metrics which demonstrate how marketing activity spend supports student recruitment and drives the profile of the School and its programmes.
- Responsible for undertaking on-going market research and competitor analysis to ensure that the School's offer to students is attractive, competitive and suitably targeted and that the School's portfolio remains competitive within the sector.

*Model JD and PS template  
March 2014*

- Ensure good value for money and return of investment is achieved with all external agencies and suppliers.

***Additional Information***

- The post holder will be required to undertake national and international travel and work weekends/unsociable hours when necessary.

Generic duties and responsibilities of all LSHTM employees

This job description reflects the present requirements of the post but may be altered at any time in the future as duties and responsibilities change and/or develop providing there is full consultation with the post-holder.

The post-holder will carry out any other duties, tasks or responsibilities as reasonably requested by the line manager, Dean of Faculty, Head of Department or Director of Professional Service.

The post holder will be responsible and accountable for ensuring all School policies, procedures, Regulations and employment legislative requirements are adhered to including equality and diversity and health and safety.

***This job description is not a definitive or exhaustive list of responsibilities but identifies the key responsibilities and tasks of the post holder. The specific objectives of the post holder will be subject to review as part of the individual performance review (appraisal) process.***



## PERSON SPECIFICATION

This form lists the essential and desirable requirements needed by the post holder to be able to perform the job effectively.

Applicants will be shortlisted solely on the extent to which they meet these requirements.

<b>Job Title: Student Recruitment &amp; Marketing Officer</b>
<b>Department/Division: Communications and Engagement</b>

Competency	Evidence	E/D
<b>Education, Qualifications and Training</b>	Education to degree level or equivalent with substantial experience and/or recognised marketing qualification.	E
<b>Experience</b>	Ability to manage social media platforms and a thorough working knowledge of paid social media and experience with Facebook Business Manager and LinkedIn Campaign Manager.	E
	Considerable experience of working in marketing.	E
	Experience of working in Higher Education.	D
	Demonstrable experience of establishing and maintaining effective systems of reporting and analysis, including interpretation of results to inform future marketing planning and activities.	E
	Experience of successfully planning and managing search marketing campaigns, social media and display advertising, making use of the related analytical tools for reporting (e.g. Google Analytics).	E
<b>Knowledge</b>	Strong knowledge of Google Analytics, SEO practices and Google Ads.	E
	Good knowledge of Adobe Creative Suite, including InDesign and Photoshop (including animation techniques such as GIF).	D
	Excellent organisational and project management skills, with the ability to prioritise and deal with competing demands.	E
	Ability to communicate and present effectively and professionally with a wide range of stakeholders.	E

	High level of accuracy and scrupulous attention to detail in all aspects of work, including the ability to communicate accurate information and data.	E
<b>Personal Qualities</b>	Strong written communication skills with experience of by producing compelling content as well as proof-reading and editing skills.	E
	Solid diplomatic skills with the ability to negotiate to achieve win-win / mutually-desired outcomes.	E
	A commitment to customer service to students, staff and partner organisations, and being responsive to feedback.	E

E-Essential: Requirement without which the job could not be done

D-Desirable: Requirements that would enable the candidate to perform the job well

Date compiled: 21 Feb 2020