



JOB DESCRIPTION

Job Title: Student Recruitment and Marketing Manager	
Department /Division/Unit: Communications & Engagement	
Faculty/Professional Service: Professional Services	
Location: Keppel Street, London	
Reports to: Head of Student Communications & Engagement	
Responsible for: n/a	
Full Time/Part Time/Casual: Full time	Hours (if less than full time):
Grade: 5	
<p>Overall Purpose of the job</p> <p>The successful applicant will work with the Head of Student Communications & Engagement to develop and deliver LSHTM's student recruitment and marketing strategy to attract postgraduate students with the highest potential from around the world.</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 LSHTM's ambitious recruitment targets.</p> <p>We are looking for a Student Recruitment & Marketing Manager who is a good team player with a flair for social media and a successful track record in leading and managing lead generation marketing campaigns. Further particulars can be found in the attached job description.</p> <p>To be successful in the role, you will also need to have a track record of engaging audiences by producing compelling content, with scrupulous attention to detail and solid organisational skills.</p> <p>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> <p>You will also enjoy being part of a small, dynamic and supportive team.</p>	

General Information

The London School of Hygiene & Tropical Medicine (LSHTM) is renowned for its research, postgraduate studies and continuing education in public and global health.

Our mission is to improve health and health equity in the UK and worldwide; working in partnership to achieve excellence in public and global health research, education and translation of knowledge into policy and practice.

We embrace and value the diversity of our staff and student population and seek to promote equity, diversity and inclusion as essential elements in contribution to improving health worldwide. We believe that when people feel respected and included, they can be more creative, successful, and happier at work. While we have more work to do, we are committed to building an inclusive workplace, a community that everyone feels a part of, which is safe, respectful, supportive and enables all to reach their full potential.

History

Founded in 1899 at the London Docks, LSHTM is now based in Bloomsbury, where it has two main sites at Keppel Street and Tavistock Place, and additional sites in The Gambia and Uganda. Today, our staff, students and alumni work in government, academia, international agencies and health services across the world.

Research

Research income has grown to more than £180 million per year from national and international funding sources including UK government and research councils, the European Union, the Wellcome Trust, Gates Foundation and other philanthropic sources.

Our diverse research talents, skills and experience underpin our position as a leader in public and global health. These range from the molecular to the global, the theoretical to the applied, the analytical to the political. Our staff are conducting research in more than 100 countries.

Staff community

We have 3,500 staff based all around the world with core hubs in London and at the MRC Units in The Gambia and Uganda, which joined LSHTM in February 2018. Our outstanding, diverse and committed staff make an impact where it is most needed - deploying research in real time in response to crises, developing innovative programmes for major health threats, or training the next generations of public and global health leaders and researchers.

Partnerships

Working in partnership is central to achieving our mission. Our strategic collaborations in the UK and across high-, middle- and low-income countries deliver health and socioeconomic benefits across the world, especially in the most disadvantaged communities.

LSHTM is also a member of the M8 Alliance of Academic Health Centers, Universities and National Academies, the Association of Schools of Public Health in the European Region, and the Consortium of Universities for Global Health.

Education

We deliver research-led educational programmes to future health leaders, managers and researchers across the world. We have more than 1,200 face-to-face Master's and Doctoral students, 3,800 studying by distance learning, and 500 each year on short courses and continuous professional development. Our free online courses are studied by more than 300,000 participants globally.

Excellence in research and education

We perform strongly in various global university league tables. In the Shanghai Ranking's Global Ranking of Academic Subjects 2022 we placed 3rd in public health (1st in the UK). In the 2022 CWTS Leiden Ranking LSHTM is ranked 1st in the world for publishing open access research and 1st in the UK for the proportion of academic research with women listed as authors. Our global partnerships are also recognised, with LSHTM placed first position in the UK and 10th in the world for the proportion of our research which includes international collaboration.

In the US News Best Global Universities Ranking 2022, we ranked 2nd in the world for public, environmental & occupational health, 4th in the world for infectious diseases, 14th in the world for social sciences & public health, and 13th best University in the UK overall. We ranked 23rd for medicine in the 2021QS World University Rankings.

In 2017, the inaugural Center for World University Rankings by Subject placed LSHTM first in the world for tropical medicine research, second for parasitology and seventh for infectious diseases, public, environment and occupational health, and social sciences and biomedical.

LSHTM was named University of the Year 2016 by Times Higher Education and awarded a Queen's Anniversary Prize for Higher and Further Education in 2017 in recognition of our response to the 2014 Ebola epidemic in West Africa. LSHTM does not appear in the Times Higher Education World University Rankings as universities are excluded if they do not teach undergraduates.

We seek to foster and sustain a creative and supportive working environment based upon an ethos of respect and rigorous scientific enquiry. We embrace and value the diversity of our staff and student population and seek to promote equality as an essential element in contribution to improving health worldwide.

LSHTM is one of around 20 specialist institutions that receive institution specific funding from the Office for Students (OfS). This funding recognises the additional costs that LSHTM incurs because of its unique range of teaching, specialist facilities, and the scale of its contributions to national and international agencies.

Principal Duties and Responsibilities (<i>Examples</i>)
<p>Student recruitment and marketing</p> <ul style="list-style-type: none">• Working with the appointed advertising agency to plan, manage, optimise and report on lead generation advertising campaigns.• Proactively and professionally respond to prospective students enquiries via email , social media , CRM and guided tours.• Creating digital advertising campaigns across paid search, display, email and paid social.• Acting as a central point of contact for student recruitment and marketing expertise across the institution, advising stakeholders and partners on best practice and inform

decision making.

- Representing LSHTM at student recruitment fairs and conferences nationally and internationally and promoting the School's educational portfolio.
- Produce and commission high-quality written content for the website, video and photography for LSHTM student recruitment purposes.
- Manage the day-to-day management of the LSHTM study section of the website ensuring all content is up-to-date, and that the site is fully optimised for SEO and accessibility.
- Establish and develop sustained relationships with internal and external stakeholders including programme directors, Registry and other student services to ensure student recruitment and marketing activities are well co-ordinated and contribute meeting the institution's recruitment targets.
- Lead on national and overseas missions, exhibitions and events to designated countries to recruit students, raise the institution's profile.

Social media management

- Manage LSHTM student-facing social media accounts (Facebook and Instagram). Work with our digital student ambassadors to create engaging and informative visual and written content that promotes audience interaction and participation.
- Liaising with the wider institution to plan content on LSHTM's other social media channels (Twitter and LinkedIn).

Production of marketing materials

- Oversee the production and design of online and print marketing collateral including course adverts, prospectus and associated promotional material.

Market research and development

- Responsible for undertaking on-going market research, trends and competitor analysis to ensure that the School's offer to students is attractive, competitive and suitably targeted.
- Actively maintain an understanding of the higher education (PGT) sector, using this to inform decisions relating to student recruitment and positioning and define strategy.

Planning, reporting, compliance and administration

- Provide regular reports evaluating the effectiveness of the marketing campaigns, websites and social media channels to be presented at various committees.
- Lead on creating operational plans for the delivery of programme marketing strategies, and communicating the School's brand identity and key marketing messages effectively to a wide global audience. Including effectively planning and prioritising budget, time and

*Model JD and PS template
March 2014*

resources.

- Ensure that all marketing materials/activities comply with relevant regulations, particularly the requirements of the Competition & Markets Authority (CMA), the Advertising Standards Authority (ASA) 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.
- Independently prioritise and manage own work with minimal supervision and deal with unforeseen changes and issues throughout the annual admissions cycle.

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.

Job Title: Student Recruitment and Marketing Manager
Department/Division: Communications & Engagement

Competency	Evidence	E/D
Education, Qualifications and Training	<ul style="list-style-type: none"> Education to degree level or equivalent with substantial experience and/or recognised marketing qualification 	E
Experience	<ul style="list-style-type: none"> Ability to manage organic social media particularly across Facebook and Instagram. 	E
	<ul style="list-style-type: none"> Experience of working in Higher Education. 	E
	<ul style="list-style-type: none"> Demonstrable experience of effective marketing campaign reporting and analysis, including interpretation of results to inform future marketing planning and activities. 	E
	<ul style="list-style-type: none"> Experience of successfully planning and managing paid search social and display advertising campaigns. 	E
	<ul style="list-style-type: none"> Strong written and oral communication skills for a variety of audiences, with experience of producing compelling content as well as proof-reading. 	E
Knowledge	<ul style="list-style-type: none"> Strong knowledge of reporting and analytics tools such as Google Analytics and Data Studio. 	E
	<ul style="list-style-type: none"> Working knowledge of advertising platforms including Meta for Business, LinkedIn Campaign Manager and Twitter Ads Manager and Google Ads 	E

	<ul style="list-style-type: none"> • Good knowledge of Adobe Creative Suite, including InDesign and Photoshop. • Excellent organisational and project management skills, with the ability to prioritise and deal with competing demands. • High level of accuracy and scrupulous attention to detail in all aspects of work, including the ability to communicate accurate information and data 	D E E
Personal Qualities	<ul style="list-style-type: none"> • A commitment to customer service to students, staff and partner organisations, and being responsive to feedback. • Proven ability to use initiative and judgement to anticipate potential issues and solve problems. • High level of personal motivation and flexibility; ability to work independently and as part of a team; willingness to travel. 	E E 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

ASYLUM AND IMMIGRATION STATEMENT

The School will comply with current UKVI legislation, which requires all employees to provide documentary evidence of their legal right to work in this country prior to commencing employment. Candidates will be required to email a copy of their passport (and visa if applicable) to HR prior to their interview and if appointed will be asked to bring the original documents in to be copied and verified before their start date.

Applications from candidates who require sponsorship to work in the UK will be considered alongside other applications. Applicants who do not currently have the right to work in the UK will have to satisfy UK Visas & Immigration regulations before they can be appointed.

Further information about Sponsorship and eligibility to work in the UK, can be found at: <https://www.gov.uk/guidance/immigration-rules/immigration-rules-appendix-skilled-worker>