

# JOB DESCRIPTION



<b>Job Title:</b> Conversion Manager
<b>Department:</b> Communications & Engagement
<b>Faculty/Professional Service:</b> Central Services
<b>Location:</b> London
<b>Reports to:</b> Head of Student Communications & Engagement
<b>Full Time/Part Time/Casual:</b> Full-time
<b>Grade:</b> Grade 5
<b>Overall Purpose of the job:</b> The Conversion Manager will have lead responsibility for LSHTM's conversion communications and activities, which support the conversion of postgraduate offer holders to enrolled students from all over the world.  The postholder will line manage the Student Engagement Coordinator and will be responsible for developing, implementing and managing a programme of online and in-person events, including LSHTM's in-person open evenings and annual virtual open days, keep warm communications and student ambassadors as well as overseeing LSHTM's online student communities and supporting colleagues in student recruitment and marketing.  The Conversion Manager will also lead on the implementation of the CRM and digital engagement for prospective students and shape an engaging applicant journey from enquiry to enrolment, considering the most appropriate customer touchpoints across all channels to communicate the LSHTM's brand, its programme and pathways offer, and the student experience – maximising conversion at all stages.

## General Information

The London School of Hygiene & Tropical Medicine (LSHTM) is one of the world's leading public health universities.

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.

Staff and students are committed to helping create a more healthy, sustainable and equitable world for everyone, because we believe our shared future depends on our shared health.

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.

To find out more please visit our [Introducing LSHTM page](#).

## Our Values

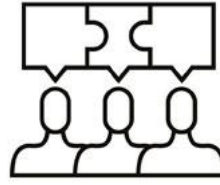
Our values establish how we aspire to achieve our mission both now and in the future - demonstrating what it means to work and study at LSHTM. Please visit our [LSHTM Values page](#) for further information.



**Act with  
integrity**



**Embrace  
difference**



**Work  
together**



**Create  
impact**

### Main Duties and Responsibilities

#### Communications

- Establish segmented conversion plans, considering all touchpoints and using the full marketing mix, targeting prospective students from the point of enquiry through to enrolment with a clear focus on conversion.
- Working with the Head of Student Communications & Engagement, ensure relevant KPIs are set and regularly monitored for all conversion activities, in line with wider objectives for the Student Recruitment Marketing strategy and aligned with targets and priorities for student number growth.
- Collaborating closely with Student Recruitment Marketing, Admissions and Programme Directors to define and deliver relevant and personalised enquirer and applicant omni-channel communications and engagement activities to maximise conversion impact.
- Lead on tailored and personalised conversion and “keep warm” communications campaigns for on-campus and distance learning prospective students, applicants and offer holders.
- Oversee response to day-to-day study enquiries through various channels including email, online forms, Student Ambassador contact forms, prospectus requests and in person, including guided visits of LSHTM.
- Lead on developing and maintaining LSHTM’s CRM system for student recruitment and conversion, including managing enquiry responses, web-

forms and email touchpoints. Act as CRM specialist for the team, ensuring training and knowledge sharing is carried out as needed.

- Establish and develop sustained relationships with stakeholders including Programme Directors, Student Ambassadors, Registry, Student Experience, University of London and other student services to ensure student communications and engagement activities are well co-ordinated and contribute to the broader student experience.

### **Event management**

- Lead on the planning, co-ordination and delivery of a range of online and in-person events for prospective students and offer holders, such as open days/evenings and offer holders webinars. Includes budget management, communication with academic & professional support staff, drawing up staff & student rotas, providing briefing sessions and arranging payment for student ambassadors.
- Track, monitor and analyse attendance data at events to measure success and return on investment e.g. open day conversion data from visitor to applicant to enrolled student.

### **Student engagement**

- Responsible for the LSHTM's student ambassadors scheme including selection and recruitment, onboarding and payment.
- Oversee a series of activities that enable ambassadors to contribute on a regular basis e.g. contact forms, open days, tours, blogs, social media reels & takeovers and focus groups.
- Implement and manage online communities and social media content for offer holder engagement and conversion via Discord, Facebook and WhatsApp.
- Monitor competitors and maintain up-to-date knowledge of external offerings, to inform student communications and engagement activities.

### **Web and multimedia**

- Maintain the study section of the School's website, including reviewing, editing and publishing content updates provided by other departments.
- Manage distribution of pre-programme information for applicants (e.g. timetables and reading lists) via the website, ensuring information on the "New Students" section is relevant, accurate and timely.
- Oversee the creation of student-generated content for engagement and conversion, including student videos, social media reels and blogs.

- Develop multimedia materials for to support conversion activities.

***Additional Information***

The post holder may be required to represent LSHTM at external recruitment fairs and conferences nationally and internationally to promote LSHTM's education portfolio. The postholder may also be required to 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 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 Head of Professional Service.

The post holder will be responsible and accountable for ensuring all LSHTM 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 and Development Review (PDR).**

## 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.

Competency	Evidence	E / D
<b>Education, Qualifications and Training</b>	<ul style="list-style-type: none"> <li>Education to degree level or equivalent with substantial experience</li> </ul>	E
<b>Experience</b>	<ul style="list-style-type: none"> <li>Demonstrable experience of developing conversion strategies and translating into operational plans to maximise effectiveness of recruitment activities against targets, ideally in a HE environment</li> <li>Experience of developing and managing a varied portfolio of events.</li> <li>Excellent copywriting skills with the ability to deliver top quality brand-driven communications to a wide variety of audiences and across multiple channels.</li> <li>Prior experience working as a line manager or a similar</li> </ul>	E E E D
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Knowledge of drivers of the student decision making process and factors influencing conversion.</li> <li>Knowledge of CRM systems and working with Excel and databases.</li> <li>Knowledge of and sensitivity to the needs of international audiences and the ability to apply this knowledge appropriately.</li> </ul>	E E D
<b>General</b>	<ul style="list-style-type: none"> <li>Strong oral and written communication skills including being comfortable speaking/presenting in front of a large audience.</li> <li>Exceptional organisational and planning skills and the ability to prioritise and complete multiple tasks to agreed timescales.</li> <li>Ability to set up and maintain effective administrative systems and procedures.</li> <li>Comfortable working with data and strong reporting skills.</li> <li>Recognises high standards of customer-focused service delivery.</li> </ul>	E E E E D

	<ul style="list-style-type: none"> <li>• Creative problem solver with a patient, friendly and welcoming manner.</li> <li>• High level of personal motivation and flexibility; ability to work independently and as part of a team.</li> <li>• Ability to work independently, demonstrate proactivity and take initiative, while effectively contributing as a member of a high-performing team, particularly during pressured and rapidly changing environments</li> <li>• Ability to work with high levels of accuracy, attention to detail and methodical working</li> <li>• Commitment to providing excellent customer service.</li> </ul>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>
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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: Mar 2024

## **Salary and Conditions of Appointment**

The post is permanent and full-time 35 hours per week, 1 FTE. The salary will be on the Professional Services salary scale, Grade 5 scale in the range £39,182 - £44,847 per annum pro rata (inclusive of London Weighting).

The post will be subject to the LSHTM terms and conditions of service. Annual leave entitlement is 30 working days per year, pro rata for part time staff. In addition to this there are discretionary "Wellbeing Days." Membership of the Pension Scheme is available.

LSHTM has a Hybrid Working Framework, which alongside agreed service requirements, enables teams to work more flexibly (if the role allows), promoting a greater wellbeing and work/life balance.

## **Application Process**

Applications should be made on-line via our [jobs website](#). Applications should also include the names and email contacts of 2 referees who can be contacted immediately if appointed. Online applications will be accepted by the automated system until 10pm of the closing date. We regret that late applications cannot be accepted. Any queries regarding the application process may be addressed to [jobs@lshtm.ac.uk](mailto:jobs@lshtm.ac.uk).

The supporting statement section should set out how your qualifications, experience and training meet each of the selection criteria. Please provide one or more paragraphs addressing each criterion. The supporting statement is an essential part of the selection process and thus a failure to provide this information will mean that the application will not be considered. An answer to any of the criteria such as "Please see attached CV", "Yes" or "No" will not be considered acceptable and will not be scored.

Please note that if you are shortlisted and are unable to attend on the interview date it may not be possible to offer you an alternative date.

## **Asylum and Immigration Statement**

LSHTM 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.

This role does not meet the minimum requirements set by UKVI to enable sponsorship under the skilled worker route. Therefore we cannot progress applications from candidates who require sponsorship to work in the UK.