

JOB DESCRIPTION



Job Title: Marketing Coordinator (Short Courses)
Department: Communications & Engagement
Faculty/Professional Service: Central Services
Location: London
Reports to: Head of Student Communications & Engagement
Full Time/Part Time/Casual: Full-time
Grade: Grade 4
Overall Purpose of the job: The Marketing Coordinator to help deliver impactful marketing and advertising campaigns for LSHTM's diverse portfolio of specialised short courses and postgraduate programmes. Reporting to the Head of Student Communications & Engagement and the Student Recruitment & Marketing Manager, you'll play a key role in supporting our strategic marketing plans, with a strong emphasis on promoting our short courses to a wide audience in the UK and internationally. You'll be involved in a range of activities including updating course webpages, producing performance reports, managing social media content and scheduling, and supporting campaign delivery across multiple channels. You'll also liaise with academic and professional services colleagues to ensure campaigns are well-coordinated and aligned with LSHTM's student recruitment goals. We're looking for someone with experience in planning and executing multi-channel marketing campaigns (B2B and/or B2C), who is confident managing lead generation and has strong stakeholder engagement skills. Knowledge of paid social media advertising is key, alongside a proactive approach to campaign analysis and optimisation. If you enjoy working as part of a small, dynamic, and supportive team - and are passionate about connecting learners with world-leading public and global health education - we'd love to hear from you.

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

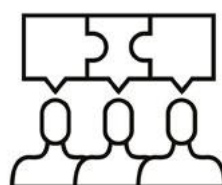
Our values establish how we aspire to achieve our mission both now and in the future - demonstrating what it means to work and study at LSHTM. Please visit our [LSHTM Values page](#) for further information.



**Act with
integrity**



**Embrace
difference**



**Work
together**



**Create
impact**

Main Duties and Responsibilities

Marketing

- Work together with key stakeholders to develop and implement LSHTM's annual education marketing plan with a particular focus on short courses and MSc programme-specific marketing plans.
- Work together with the Student Recruitment & Marketing Manager and Programme Directors to develop and implement programme-specific marketing plans.
- Undertake the development, implementation and evaluation of marketing campaigns that utilise both digital and traditional marketing techniques to support marketing of LSHTM's courses.
- Create assets for advertising campaigns across paid search, display, email and paid social.
- Produce regular marketing data, analytics and intelligence reports on LSHTM's courses which effectively and clearly communicate valuable operational and strategic insights to inform the activities of others and higher-level decision-making by senior stakeholders.

- Act as a central point of contact for short courses marketing expertise across the institution, advising stakeholders and partners involved on best practice and inform decision making.
- Develop and execute paid social media ad campaigns across various platforms, such as Facebook, Instagram, X, and LinkedIn. Includes managing campaign budgets and making adjustments as needed to ensure that campaigns are meeting performance goals.
- Create compelling ad copy and targeting strategies to reach the desired audience.
- Work closely with the Student Recruitment & Marketing Manager to produce and commission high-quality written content for the website, video and photography to showcase LSHTM's courses when needed.

Service Delivery

- Work with the Student Communications & Engagement team to respond to prospective students' enquiries via email, social media, CRM including guided visits.
- Manage internal liaison with relevant academic and professional services department. This includes meeting course organisers and other academics to decide target for their course and preparing a tailored marketing plan to achieve these targets. It will also involve dealing with student services departments such as Registry to monitor numbers and ensure that any scholarship opportunities are promoted.
- Produce print and digital promotional material such as short courses flyers and brochures as required.
- Work closely with key stakeholders to develop and implement course messaging documents to be used in campaigns and student recruitment activity.
- Provide support in the day-to-day management of the LSHTM study section of the website ensuring all content is current and up-to-date.

Planning, reporting, networking and administration

- Manage the devolved short courses advertising budget for the designated target markets including processing and reconciling all financial payments.
- 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.
- Take independent responsibility for decisions relating to the School's day-to-day short courses marketing activities.
- Work with the Student Recruitment & Marketing Manager to conduct market research to identify potential new channels, tools and techniques to reach appropriate target audience and increase short courses applications.

- Analyse data and produce regular reports on key marketing metrics to assess the effectiveness of marketing initiatives based on key performance indicators such as conversion rate (e.g. enquiries to applications).
- Manage competing priorities effectively, identify and respond to challenges and opportunities, take initiative, meet tight deadlines and work without close supervision.

Additional information

The post holder may be required to represent LSHTM at student recruitment fairs and conferences nationally and internationally and work weekends/evenings 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
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"> Experience of developing, implementing and evaluating marketing plans and activities. Strong working knowledge of paid social media and experience setting up campaigns on Facebook Business Manager and LinkedIn Campaign Manager and Google Ad Manager. Experience of working in a marketing and/or student recruitment role. Experience of using digital/web marketing and analytics tools to report on campaigns and of using data to make recommendations for improvement. 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 E E E E
Knowledge	<ul style="list-style-type: none"> Knowledge of website Content Management Systems (CMS) and working understanding of Search Engine Optimisation (SEO). Strong written communication skills with experience of producing compelling content as well as proof-reading and editing skills. Good knowledge of the CMA guidance for Higher education. 	D E D
General	<ul style="list-style-type: none"> Excellent organisational and project management skills, with the ability to prioritise and deal with competing demands. Proven ability to use initiative to develop and implement new ideas and projects. 	E E

	<ul style="list-style-type: none"> • Solid diplomatic skills with the ability to develop productive relationships with a variety of stakeholders. 	E
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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: July 2025

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 4 scale in the range £34,261 - £38,448 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.

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.