**JOB DESCRIPTION**

<table>
<thead>
<tr>
<th><strong>Job Title:</strong></th>
<th>Postgraduate Recruitment Manager</th>
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<tr>
<td><strong>Department / Unit:</strong></td>
<td>Marketing and Communications</td>
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<td><strong>Grade:</strong></td>
<td>7</td>
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**Purpose of the Post**

The Postgraduate Recruitment Manager is responsible for the planning, delivery and evaluation of recruitment activity on behalf of taught postgraduate degree programmes. Targeting prospective postgraduate students in the UK and European Union, the post holder will work closely with academic departments and the UK recruitment teams to develop a variety of off-campus outreach activity, whilst supporting on-campus events with a PGT focus. Working closely with the Regional Managers you will also provide updates and marketing material to the wider international markets. The Postgraduate Manager is expected to travel widely throughout the UK and occasionally European markets.

**Requirements of the Role**

- Working across the Digital, Marketing and Recruitment Campaigns teams to develop a PGT Recruitment timeline for the HEU market. This will include:
  - Plans for off-campus postgraduate recruitment activity and events at the central London campus.
  - Engagement plans for geographical target regions in the UK, including tactics to make the most of existing activity in those regions, development of new relationships and one-to-one activities for prospective students and applicants.
  - Developing a portfolio of online recruitment activity targeting PGT students. Including virtual open evenings, student interviews, and webinars whilst managing the 'skype a student scheme'.
- In line with your departmental priorities; working closely with academic departments to tailor recruitment activity according to the needs of individual programmes and departments.
- Working closely with the EU Regional Officer to support PGT recruitment activity in nearby markets, sharing content and applying a consistent approach to activity with schools and stakeholders.
- Supporting wider international recruitment activity by providing up to date information, materials and analysis to Regional Officers on a regular basis.
- Developing web pages and promotional materials to raise awareness of Royal Holloway's postgraduate recruitment activities
• Analysing internal, regional and national data to inform recommendations on the programme of external recruitment events which Royal Holloway should attend to maximise its enquiry base.

• Providing departments, stakeholders and cross working teams with regular feedback and evaluation on PGT recruitment activity.

• Evaluate and monitor the effectiveness of PGT recruitment activity in the context of latest PGT application/conversion statistics, value for money and market reach. Track the progress against recruitment targets and use this information to shape subsequent strategies.

**Other Duties**

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the College. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager.

The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.