## JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Head of Recruitment Campaigns</th>
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<tbody>
<tr>
<td>Department / Unit:</td>
<td>Marketing and Communications</td>
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<td>Grade:</td>
<td>8</td>
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<tr>
<td>Accountable to:</td>
<td>Assistant Director, Marketing</td>
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### Purpose of the Post

The Marketing team is responsible for motivating and engaging target external audiences by identifying, bringing to life and effectively expressing Royal Holloway's stories through a variety of channels in the most inspiring, impactful and relevant way.

### Role purpose

Working both in conjunction with other members of the team or on their own projects as appropriate, and within a strategic framework agreed with the Assistant Director, Marketing, to lead the planning, development and implementation of marketing communication campaigns and programmes to support student recruitment and contribute to achieving the university's student growth targets.

### Key Tasks

1. Using audience insights and an evidence based approach, lead the planning, development and implementation of engaging, targeted and creative student recruitment and conversion marketing campaigns and programmes that have a measurable, positive impact on student recruitment activity.

2. As part of an integrated programme of activity, work in collaboration with the Student Recruitment team to support their targeted activity at a local and international level.

3. Be responsible for ensuring that campaigns respond to the needs of prospective students and reflect the entire applicant lifecycle, from enquiry to enrolled student, while ensuring sufficient flexibility to reflect individual journeys and responsiveness to a dynamic environment. Maintain an overview of recruitment campaign activity.

4. With colleagues, maximise the contribution of owned, earned and paid for channels to achieve effective campaign development and delivery. Ensure all campaigns are developed within the context of the university's digital first ambition.

5. Champion the integrity of the Royal Holloway brand and narrative, and ensure its consistent, authentic and appropriate/targeted application in content the team is responsible for.
6. Develop ideas for, and manage the creation of, creative targeted, innovative and engaging content which has a clear call to action and so helps to progress the prospect along the path from enquiry to enrolled student.

7. Ensure the value of existing relevant content, produced for other purposes and/or by other teams, is harnessed to support student recruitment.

8. In partnership with Marketing Managers, work with academic departments and support department-specific recruitment activity.

9. Through close collaboration with colleagues across Marketing and Communications, in particular the Marketing Managers supporting academic faculties, ensure the strengths and benefits of individual courses, departments and research undertaken across the university are harnessed in a consistent and targeted manner to support student recruitment.

10. In collaboration with Strategic Planning and Change, ensure every opportunity is maximised to collect student recruitment data at relevant touchpoints, in a consistent format, for all prospective student groups.

11. Be responsible for ensuring that student recruitment data is interrogated and analysed to ensure every campaign and programme is evidence-based. Ensure that insights are effectively and efficiently shared across Marketing and Communications to inform broader team and College thinking.

12. Be responsible for ensuring web content assigned to the team is robustly managed according to website governance models.

13. Work closely with colleagues across the Marketing team to ensure content on partner websites, such as Hotcourses, UCAS Course Collect, Study Group, The Student Room and on third party sites such as Complete University Guide is accurate and reflects the Royal Holloway brand.

14. Develop, grow and maintain effective working relationships and networks with key individuals internally and externally within higher education.

15. Be a role model for leadership, continuous improvement and a source of inspiration for creativity and innovation in student recruitment marketing campaign development and delivery. Lead the way in proposing new ideas and applying best practice to the work of the team and the Marketing and Communications directorate more broadly.

16. Ensure high standards of accuracy, attention to detail and customer service, and that the team is solution-focused.

17. Ensure the team adopts a risk management approach that considers operational, reputation and strategic risks in relation to campaign development and execution.

18. Manage designated budgets as appropriate, ensuring activity is delivered within agreed spend.

19. Undertake some out-of-hours activities and events, in accordance with the College TOIL policy.
20. Undertake other duties as may reasonably be required and which are commensurate with the grade.

21. Volunteer time during the working day to support College priorities such as, but not limited to, Graduation, NSS survey completion.

**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.