JOB DESCRIPTION

Job Title: Marketing Campaigns Manager (Student Recruitment)

Department / Unit: Marketing and Communications

Job type: Professional Services

Grade: 7

Accountable to: Head of Marketing Campaigns (Student Recruitment)

Accountable for: Marketing Campaigns Officer (Student Recruitment), Senior Marketing Campaigns Officer (Student Recruitment)

Purpose of the Post

To lead the planning and development of agreed marketing communication campaigns and programmes, and their successful implementation so that they have a measurable, positive impact on student recruitment.

Key Tasks

1. To lead the annual planning and development of engaging, targeted and creative student recruitment and conversion campaigns, using data driven insights.

2. Manage the implementation of campaigns and projects to effect a measurable, positive impact on student recruitment activity.

3. Liaise with key stakeholders throughout the academic cycle to ensure campaigns and activities are delivered effectively.

4. Ensure individual campaign activity is relevant to the recruitment cycle of each prospective student group and their influencers, and that messaging complements wider marketing communications activity at best or, as a minimum, does not conflict with other campaigns or programmes.

5. Be responsible for developing student recruitment content that maximises the unique contributions that owned, earned and paid for channels offer, basing decisions on evidence and insight. This includes, but is not limited to, paid-for recruitment advertising, creative email campaigns, copywriting, editing of e-shots, virtual engagement opportunities such as webinars and Facebook Live and production of video and photography content.

6. Ensure an integrated approach to all content creation and recruitment campaign and programme delivery, ensuring colleagues across Marketing and Communications, and as appropriate across the university, are consulted engaged and involved as appropriate.
7. Champion a digital first approach to campaigns and programme planning and execution, ensuring content is appropriately targeted, impactful and engaging.

8. Ensure the integrity of the Royal Holloway brand and narrative within both a digital and analogue environment.

9. Together with colleagues across Marketing, support the Student Recruitment team and other internal stakeholders to ensure they have relevant, up to date information and guidance to responding effectively to applicant and enquirer questions. Ensure intelligence from the Student Recruitment team regarding frequently asked questions, emerging issues, policy changes etc. is shared so that it can inform content development. Ensure intelligence around prospective students is shared with the Student Recruitment team.

10. In partnership with Marketing Managers, support department-specific recruitment activity.

11. Lead the way within the team to ensure campaigns have a clear call to action and that opportunities to capture data are maximised. Ensure data is shared with colleagues and can be and is used to support evidence based insight.

12. Work closely with colleagues in Marketing and PR in particular to identify and harness academic success to support student recruitment, reusing and recycling content where relevant.

13. Be responsible for ensuring web content on the university website that is assigned to the team is robustly managed according to website governance models. This includes, but is not limited, specific campaign content hosted on the website. Work in partnership with the Digital team to identify and action as agreed innovations and new content which will strengthen the role the website plays in student recruitment.

14. Ensure every campaign has measurable objectives. At the end of each campaign, in collaboration with the Senior Marketing Campaigns Officer (Data Management), evaluate campaign effectiveness and identify lessons to apply to future activity.

15. Proactively develop, grow and maintain effective working relationships and networks with key individuals internally and externally within higher education.

16. Support some out-of-hours activities and events, in accordance with the College TOIL policy. This includes, but is not limited to Applicant Visit Days and Open Days.

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

18. Any other duties as required by the line manager, Assistant Directors or Director that are commensurate with the grade.

**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.