## JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Senior Marketing Campaigns Officer (Student Recruitment)</th>
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</thead>
<tbody>
<tr>
<td>Department / Unit:</td>
<td>Marketing and Communications</td>
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<tr>
<td>Grade:</td>
<td>RHUL 6</td>
</tr>
<tr>
<td>Accountable to:</td>
<td>Marketing Campaigns Manager (Student Recruitment)</td>
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<tr>
<td>Accountable for:</td>
<td>N/A</td>
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### Purpose of the Post

To plan, develop and deliver agreed marketing communication campaigns and programmes that have a measurable, positive impact on student recruitment.

### Key Tasks

1. Create, plan and deliver engaging, targeted and creative student recruitment and conversion campaigns and programmes that have a measurable, positive impact on student recruitment activity.
2. Plan and lead the delivery of identified key projects throughout the academic cycle, under the direction of the Marketing Campaigns Manager.
3. Develop engaging and impactful email communications to enquirers and applicants.
4. Play a proactive role in managing databases and develop an expert understanding of how to segment audiences and create data queries in IBM Watson Campaign Automation.
5. Applying insights from previous campaigns and best practice from higher education and beyond, ensure campaigns maximise the potential of owned, earned and paid-for channels.
6. Proactively develop, grow and maintain effective working relationships and networks with key individuals internally and externally within higher education.
7. Ensure an integrated approach to campaign delivery and content creation, ensuring colleagues across Marketing and Communications are consulted, engaged and involved as appropriate.
8. Create content to support campaigns and programmes, adopting a digital first approach where possible.
9. When considering new content, ensure consideration is given to recycling / repurposing existing content to avoid duplication and consider the wider utility of recruitment content for a broader audience so that colleagues may recycle and repurpose in turn.

10. Work closely with Marketing Managers who support each of the Faculties to ensure relevant content brings to life academic successes.

11. Liaise closely with the Digital team to ensure a joined up proactive and reactive approach to harnessing the benefits of social media.

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

13. As requested, create information and resources to ensure colleagues across the university have relevant, up to date information and guidance to respond effectively to applicant and enquirer questions.

14. Identify clear calls to action in campaigns and programmes and ensure these are included within the activity to produce a measurable outcome. Where possible, recommend opportunities to gather data to support actionable insights.

15. Ensure assigned web content is managed robustly according to website governance models. Identify opportunities for new content and ways to improve existing content and ensure these are shared with the Digital team.

16. Support the administration and logistics of campaigns through activity which includes, but is not limited to data gathering, input and analysis, maintaining planning schedules, managing booking for on-campus recruitment and conversion events etc.

17. Support student enquiry activity, ensuring enquiries are managed in accordance with the Royal Holloway brand.

18. 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.

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

20. 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.