

## JOB DESCRIPTION

<b>Job Title:</b>	Senior Marketing Campaigns Officer – Data and Analytics
<b>Department / Unit:</b>	Marketing and Communications
<b>Grade:</b>	RHUL 6
<b>Accountable to:</b>	Head of Marketing Campaigns (Student Recruitment)
<b>Purpose of the Post</b>	
To provide data led insights that will improve the effectiveness and efficiency of digital campaigns and programmes so that they have a measurable, positive impact on student recruitment activity.	
<b>Key Tasks</b>	
<ol style="list-style-type: none"> <li>1. Using a range of data sources, including but not limited to, email marketing systems, Google Analytics, proprietary platform data sources and reports provided by third parties, provide the Marketing team with a regular report which provides evidence based insights to inform recruitment campaign planning and programmes which will deliver a measurable improvement on recruitment. Insights should include, but are not limited to, recommendations on messages, timings, format, targeting.</li> <li>2. Support the Head of Marketing Campaigns in the development and optimisation of advertising campaigns using Google Search, social media, digital display and out of home.</li> <li>3. At the end of each identified recruitment campaign, evaluate its effectiveness based on campaign objectives. Make recommendations for improvements in areas including, but not limited to, messaging, timings and channel performance.</li> <li>4. Work closely with colleagues in the Digital team to identify insights to improve digital communication across Marketing and Communications generally and recruitment activity specifically.</li> <li>5. Support development of campaigns, including developing email campaigns for a range of stakeholders through an online email marketing system. Be proactive in providing evidence-based insights to help maximise the effectiveness of individual channels both in isolation and when they are part of the channel mix within an integrated campaign approach.</li> <li>6. Be responsible for maintaining the two central databases for which the Marketing team is responsible, (one for applicants and one for enquirers) both of which exist within an email marketing system. Provide segmentation data to support evidence based targeting.</li> </ol>	

7. Work in partnership with the Admissions Systems Officer within Student Recruitment to ensure online systems are used to support recruitment campaigns and programmes.
8. In consultation with colleagues across the Marketing team, develop online forms for use on a number of platforms to improve the effective capture of prospect/enquirer details and information requests.
9. As part of the wider Marketing team, assist with the collation of enquirer details / requests and take ownership for using this intelligence to identify trends such as, but not limited to, new audience groupings, information needs and ensure these are brought to the attention of the Marketing team to enable a timely response to emerging needs.
10. Ensure risks and opportunities which emerge from data collection are flagged within an appropriate timescale to support, where relevant, rapid tactical responses to mitigate risk or to maximise opportunity.
11. Together with colleagues across Marketing, assist with the management of bookings for on-campus recruitment and conversion events.
12. Be a champion for data-led insights to inform recruitment campaigns and programmes and take responsibility for identifying best practice in digital campaigns within higher education and beyond.
13. Proactively develop, grow and maintain effective working relationships and networks with key individuals internally and externally within higher education. In particular, ensure a regular flow of data and insight sharing between Marketing and Communications and Strategic Planning and Change.
14. 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.
15. Volunteer time during the working day to support College priorities such as, but not limited to, Graduation and NSS survey completion.
16. 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.