

## JOB DESCRIPTION

<b>Job Title:</b>	Postgraduate Student Recruitment Marketing Manager
<b>Department / Unit:</b>	Marketing and Communications
<b>Job type</b>	Professional Services
<b>Grade:</b>	7
<b>Accountable to:</b>	Head of UK Student Recruitment (Events)
<b>Accountable for:</b>	Not Applicable
<b>Purpose of the Post</b>	
<p>The Postgraduate Recruitment Manager is responsible for the planning, delivery and evaluation of recruitment activity on behalf of taught postgraduate degree programmes within the UK.</p> <p>The Recruitment Events team is one of four areas within the Student Recruitment section of the Directorate of Marketing and Communications. The Student Recruitment Events team support the University's strategic objectives relating to student recruitment for both undergraduate and postgraduate degrees.</p> <p>The Postgraduate Recruitment Manager is responsible for the operational planning and delivery of all student recruitment postgraduate events, as well as working across a variety of postgraduate activities and campaigns, this includes recruiting students at postgraduate recruitment fairs, liaising with academic colleagues for targeted department activities and working on scholarship and discount campaigns.</p> <p>This is a broad and diverse role, requiring an excellent project manager, with marketing and events expertise.</p> <p>Occasional weekend and evening working will be required, travel across the UK will also need to be undertaken.</p>	
<b>Key Tasks</b>	
<p>Working across the Digital, Marketing and Campaigns teams to develop a PGT Recruitment timeline for the UK PGT market. This will include:</p> <ul style="list-style-type: none"> <li>Plans for off-campus postgraduate recruitment activity and events at the central London campus.</li> </ul>	

<ul style="list-style-type: none"> <li>• 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.</li> <li>• Developing a portfolio of online recruitment activity targeting PGT students. Including virtual open evenings, student interviews, virtual chats and webinars.</li> <li>• Programme of on campus engagement including, Postgraduate Open evenings, Postgraduate visit afternoons, internal events for current UG Royal Holloway students, as well as conversion events, such as our Postgraduate Dinner.</li> </ul>
Developing plans of collateral required for events and of specific promotional activities, in liaison with Marketing colleagues
Overseeing all aspects of the delivery of postgraduate student recruitment events, including ensuring that the events are appropriately resourced and delivered to the highest standard whilst delivering value for money
Working with the Head of Student Recruitment (Events) to ensure appropriate metrics and performance criteria are in place for all postgraduate events & activities, taking a lead in the evaluation of these and developing and championing methods of evaluation and feedback.
Developing web pages and promotional materials to raise awareness of Royal Holloway's postgraduate recruitment activities.
Analysing internal, regional and national data to inform our postgraduate targeting methodology and ensure our postgraduate delivery plans are data driven and insight led.
Providing departments, stakeholders and cross working teams with regular feedback and evaluation on PGT recruitment activity. Contribute to analysis and papers to support postgraduate recruitment reviews or initiatives for relevant committees and decision making boards.
Work alongside colleagues in marketing to develop and deliver promotional campaigns for our postgraduate scholarships, as well as manage/implement these partnerships when required.
Preparing and managing designated budgets for postgraduate student recruitment events, measuring the effectiveness of spend regularly.
Developing and managing an effective network of contacts in academic departments, professional services and externally to promote and support recruitment activities.
Work with academic departments to empower them to put on successful events and provide logistical advice and support where possible, and updating and developing the departmental event toolkit.
Work with the Student Recruitment Administration Officer to promote and recruitment to the Postgraduate Student Ambassador scheme, ensuring a diverse range of backgrounds and study

Engage with internal stakeholders such as careers, academic departments and the graduation team to ensure current undergraduates kept informed and well disposed towards postgraduate study.

Ensure relevant information and updates regarding PGT is shared across the directorate and beyond where necessary.

Maintain a high level of knowledge of all activity undertaken by the Student Recruitment (Events) team ensuring effecting support and management of all undergraduate recruitment events

#### **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.