# JOB DESCRIPTION

<table>
<thead>
<tr>
<th><strong>Job Title:</strong></th>
<th>Senior Marketing Campaigns Officer (Student Recruitment)</th>
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<tbody>
<tr>
<td><strong>Department / Unit:</strong></td>
<td>Marketing and Communications</td>
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<tr>
<td><strong>Job type</strong></td>
<td>Full Time, Permanent</td>
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<tr>
<td><strong>Grade:</strong></td>
<td>6</td>
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<tr>
<td><strong>Accountable to:</strong></td>
<td>Marketing Campaigns Manager (Student Recruitment)</td>
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<td><strong>Accountable for:</strong></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 and provide data-led insights that will improve the effectiveness and efficiency of digital campaigns.

## 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. Develop engaging and impactful email communications to enquirers and applicants.
3. Play a proactive role in managing databases and develop an expert understanding of how to segment audiences and create data queries in Acoustic Campaign.
4. To support the Marketing Campaigns Manager in developing and delivering a range of online events.
5. 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.
6. 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.
7. 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.
8. 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.

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

10. Ensure an integrated approach to campaign delivery and content creation, ensuring colleagues across Marketing and Communications are consulted, engaged and involved as appropriate.

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

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

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

14. 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.

15. 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 recruitment and conversion events.

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