



JOB DESCRIPTION

Job Title:	Marketing Campaigns Officer (Student Recruitment)
Department / Unit:	Marketing and Communications
Job type	Professional Services
Grade:	5
Accountable to:	Marketing Campaigns Manager (Student Recruitment)
Accountable for:	N/A
Purpose of the Post	
To deliver agreed marketing communication campaigns and programmes that have a measurable, positive impact on student recruitment.	
Key Tasks	
<ol style="list-style-type: none"> 1. Deliver activity as directed as part of the execution of engaging, targeted and creative student recruitment and conversion campaigns and programmes that have a measurable, positive impact on student recruitment activity. 2. As agreed, create content to support campaigns and programme activity, adopting a digital first approach where appropriate. Content includes, but is not limited to, email communications, online enquiry forms, video, photography and social media posts. 3. Create engaging content for email communications, including copywriting and choosing images and calls to action. 4. Ensure any agreed call to action is included in every campaign and programme activity. 5. Support the administration and logistics of campaigns through activity which includes, but is not limited to data gathering, input and analysis, maintaining planning schedules, administering booking for on-campus recruitment and conversion events etc. 6. Ensure colleagues across Marketing and Communications are consulted, engaged and involved as appropriate when working on day-to-day tasks. 7. As directed by the Marketing Campaigns Managers, liaise where appropriate with the Marketing Managers who support each of the Schools to ensure relevant content brings to life academic successes. 8. Work with the Digital team to jointly deliver social media activity relevant to a particular campaign or programme. This includes, but is not limited to, delivering scheduled posts, managing platform takeovers, responding to enquiries and creating content. 	

9. Ensure the integrity of the Royal Holloway brand and narrative within both a digital and analogue environment.
10. Ensure assigned web content is managed robustly according to website governance models. Make recommendations for new content and ways to improve existing content.
11. As directed, 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.
12. Support student enquiry activity, ensuring enquiries are managed in accordance with the Royal Holloway brand.
13. Take responsibility for keeping up to date on best practice in marketing communications campaigns in higher education and beyond.
14. Develop, grow and maintain effective working relationships and networks with key individuals internally and externally within higher education.
15. Support some out-of-hours activities and events, in accordance with the College TOIL policy. This includes, but is not limited to Open Days.
16. Volunteer time during the working day to support College priorities such as, but not limited to, Graduation and NSS survey completion.
17. 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.