



JOB DESCRIPTION

Job Title:	Marketing Officer (Student Recruitment)
Department / Unit:	Marketing and Communications
Job type	Full-time, Fixed-Term, Professional Services
Grade:	Grade 6
Accountable to:	Marketing Manager
Accountable for:	N/A
Purpose of the post	
<p>The Marketing Group creatively brings to life Royal Holloway's stories; both to engage and bring in new students and showcase the University on the global stage.</p> <p>Working both in conjunction with other members of the team or on their own projects as appropriate, and towards outcomes agreed with the Marketing Manager, the Marketing Officer will plan, develop and deliver activity across the full marketing mix in relation to the marketing needs of undergraduate and postgraduate student recruitment.</p>	
Key tasks	
<ol style="list-style-type: none"> 1. In conjunction with the Undergraduate and Postgraduate Marketing Managers, develop and deliver an annual marketing plan that supports University-wide and specific activities in relation to student recruitment, and regularly report on its success. 2. Use data to regularly monitor and report on student recruitment numbers, identifying short and long-term trends that can be used to inform activity. 3. Gain an understanding of the student journey for different cohorts of prospective students (undergraduate, postgraduate, international, mature etc). 4. Create, plan and deliver engaging, relevant and creative activity in support of agreed initiatives and products that has a measurable, positive impact on identified target external audiences. 5. Directly create or commission digital and print content/materials to support agreed campaigns, events and collateral, for use across owned, earned and paid-for channels, adopting a digital first and campaign-led approach. 	

6. When considering new content, ensure consideration is given to recycling/repurposing existing content to avoid duplication and consider the wider utility of new content for a broader audience so that colleagues may recycle and repurpose in turn.
7. Work closely with colleagues within the Academic Marketing and Content teams to ensure relevant content brings to life any agreed tailored narrative and particularly showcases academic, student and alumni successes.
8. Work within any agreed budget to deliver relevant marketing activity.
9. Working with third party agencies, co-ordinate and contribute to the delivery of paid-for advertising opportunities and campaigns as required including: directly booking campaigns to an agreed level, supporting with the development of larger scale campaigns, keeping accurate records of campaign plans and reports, and assisting with the trafficking of assets.
10. Be recognised among Marketing and Communications colleagues as a subject matter expert for non-academic student recruitment-related products and services (e.g. accommodation, careers, volunteering, scholarships).
11. Be responsible for the accurate and regular programme of review of Royal Holloway's presence on third party websites, co-ordinating input from colleagues outside the team, and working with the Marketing Administrator to ensure timely implementation.
12. Ensure an integrated approach to campaign delivery and content creation, ensuring colleagues across Marketing and Communications are consulted, engaged and involved as appropriate.
13. Contribute to the development of innovative resources and projects as part of the Marketing group.
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 Content and Digital teams.
15. Champion and ensure the integrity of the Royal Holloway brand and narrative within all materials and environments.
16. Develop, grow and maintain effective working relationships and networks with key individuals internally.
17. Support some out-of-hours activities and events, in accordance with the University TOIL policy. This includes, but is not limited to Open Days.
18. Volunteer time during the working day to support University priorities such as, but not limited to, Graduation and NSS survey completion.

19. Any other duties as required by the line manager, Deputy Director 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 University. The postholder will be expected to undertake other duties as appropriate.

The postholder may be required to work at any of the locations at which the business of Royal Holloway is conducted.

Internal and external relationships

The following list is not exhaustive but the postholder will be required to liaise with:

- Digital, Content and Academic Marketing teams
- Events team
- International Student Recruitment team
- Schools & Colleges Liaison team
- Internal Communications team
- Alumni Relations and Philanthropy teams
- Academic staff
- Other Professional Services staff
- Students
- External marketing services providers

PERSON SPECIFICATION

Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below.

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Department: Marketing and Communications

	Essential	Desirable	Tested by Application Form/Interview/Test
Knowledge, Education, Qualifications and Training			
Educated to degree level or have relevant equivalent professional experience.	X		Application Form
Skills and Abilities			
Exceptional level of attention to detail and accuracy	X		Application Form
Excellent organisational and time management skills	X		Interview
Proven experience of engaging effectively with a range of stakeholders (internal and external) at all levels	X		Interview
Demonstrable ability to prioritise workloads, use initiative and manage deadlines.	X		Application form / Interview
Ability to work independently and as part of a committed team	X		Interview
Excellent written and verbal communication skills	X		Application Form/ Interview
Experience			
Proven experience in a professional communications or marketing environment.	X		Application Form
Experience of planning and delivering marketing activity across the full range of disciplines, including paid, earned and owned, and an understanding of the role each one plays.	X		Application Form / Interview
Previous experience of creating and/or delivering communications plans and campaigns	X		Interview
Experience of contributing to digital channels including using website content management systems.	X		Interview
Experience of using analytics tools or insights to inform colleagues and digital communications activity.	X		Interview
Experience of briefing, and managing relationships, with third party agencies	X		Application Form/ Interview
Experience of facilitating design and print production processes.	X		Application Form/ Interview

Experience of creating engaging audiovisual content for target audiences (directly or via commission)		X	Application form / interview
Experience of working in Higher Education		X	Application form
Other requirements			
Ability to undertake occasional out of hours work.	X		Interview