

| Job Details | |
|---------------------|---|
| Job Title: | Education Liaison Marketing Senior Officer - Access |
| Department: | Marketing and Communications |
| Reports to: | <i>Acquisition and Campaign Marketing Manager</i> |
| Grade: | 4 Full Time |
| Appointment period: | Indefinite |
| Current Location: | Mile End |

Job Context

This role sits in a campaigns and conversion cluster within the student recruitment, outreach and widening participation (WP) function (a part of the wider Marketing and Communications directorate). Overall the team is responsible for marketing of the profile of Queen Mary University of London and its educational programmes, and the attraction and recruitment of students from widening participation backgrounds as well as students from the UK more generally, EU and Overseas.

- ### Job Purpose
- To execute a calendar of activities to support the work of the student recruitment and widening participation team, including development of conversion plans for different age groups and audiences
 - To ensure conversion content developed for audiences can be repurposed (where applicable) to wider recruitment channels and audiences
 - To support recruitment and widening participation activities as appropriate
 - To proactively use and advocate CRM systems for conversion and monitoring activities
 - To proactively use campaign and content marketing tracking procedures to ensure activities are impactful

Main Duties & Responsibilities

NOTE: This is a competency-based definition of the role and is aligned with the Government Communications Service competency framework (<https://gcs.civilservice.gov.uk/professional-development/competency-framework/>)

Insight

- Collate and use external and internal data and research to inform content and conversion activities - continuously improving outputs and working in an agile way
- Maintain awareness of the student recruitment landscape within the University and how campaigns, conversion and content activities play a role in responding to recruitment challenges and opportunities
- Maintain an understanding of audience insights and the most effective ways in which to engage with target groups
- Maintain an awareness of OFS requirements and how this will evolve and impact on areas of work

Ideas

- Using your understanding of conversion activities and wider collaboration across the team, directorate and University, provide creative solutions to meet recruitment targets and objectives
- Work creatively with student ambassadors and other content producers to develop and deliver content marketing initiatives that support student recruitment
- Find innovative solutions to create, curate, distribute and monitor content initiatives
- Implement innovative ideas for promoting the University across awareness, acquisition, conversion and retention journeys

Implementation

- Coordinate and implement multi-channel marketing tactics including digital, events and print production to support student recruitment and WP objectives
- With direction from the Campaigns and Conversion Manager, take a lead in coordinating conversion activities from concept to implementation and monitoring impact across multiple channels
- Utilise CRM and other systems to produce, deliver and monitor a high quality conversion communications plan
- Ensure marketing materials used by the recruitment and WP team are of the highest quality, proactively initiating and project managing new production as required and conducting audits regularly
- Coordinate content outputs for conversion activities working closely with colleagues across the team and wider University community
- Plan, implement and monitor content initiatives, continuously monitoring this against content marketing tracking procedures
- Project manage the production of both print and digital content outputs
- Ensure all activities comply with the latest legislation such as GDPR, ASA guidelines, Competition Market Authority requirements
- To support the work of the WP team by contributing to outreach activities where required
- Proactively participate as a member of the CRM community of practice

Impact

- Ensure content and conversion activities are fit for purpose by evaluating outcomes against defined KPI targets
- Rigorously collate campaign data across multiple channels and report on impact against activities
- Produce and maintain audience insights and evaluation hubs in order to share best practices across the wider University community
- Given the nature of this role and context within which it sits, the ultimate impact will be assessed by reviewing activities delivered against student recruitment and/or WP KPIs

Other duties and responsibilities

- Support the delivery of Queen Mary's major external events, including Graduations and Open Days. This may require out of hours working for which your time will be compensated as per your contract.
- Act as an ambassador for the University's brand (both verbal and visual identity), championing its use across the institution as well as your own area of work.
- Keep abreast of GDPR, CMA, ASA and other relevant legislative requirements for area of work, ensure this knowledge is translated into the work carried out
- Support effective budget management procedures in the team by carrying out budget administration as required

The above list of responsibilities is not exhaustive and the jobholder may be required to undertake other duties commensurate with the level of the role, as reasonable requested by their line manager.

This job description sets out the duties of the post at the time it was drawn up. Such duties may vary from time to time without changing the general character of the duties or level of the responsibility entailed. Such variations are a common occurrence and cannot in themselves justify a reconsideration of the grading of the post.

This table lists the essential and desirable requirements needed in order to perform the job effectively. Candidates will be shortlisted based on the extent to which they meet these requirements.

| | Requirements | Essential / Desirable | How Assessed |
|---|---|-----------------------|--------------|
| Qualifications | Educated to Degree level in a subject related to the area of work or with relevant experience | E | A |
| | CIM Diploma or Postgraduate qualification in Marketing | D | A |
| | Excellent understanding of digital marketing practices for the purpose of student recruitment / customer acquisition | E | I |
| Knowledge, Skills and Experience | Experience of working in a marketing environment; including executing high impact conversion and content projects | E | A, I |
| | Experience of project managing print production materials from brochures to event stands and merchandise | E | A, I |
| | Excellent presentation and customer service skills. Able to develop and maintain professional relationships internally and externally | E | I, OM |
| | Excellent editorial (writing, proofing) and numerical skills | E | I, OM |
| | The ability to robustly evaluate activities and projects, identify areas for improvement, and plan new approaches and tactics | E | I |
| | Excellent organisational skills with the ability to manage multiple projects within deadlines | E | I |
| | Proven analytical and problem solving capability | E | I |
| | Excellent IT skills including advanced knowledge of using CRM systems, marketing platforms, databases and other relevant applications | E | A, I |
| | Able to work effectively independently and as a part of a team | E | I |
| | Experience of utilising social media channels for student recruitment or marketing purposes | E | A,I |
| | Proactive 'can do' attitude and willingness to develop self and area of work | E | I |

Essential/Desirable:

E = Essential: Requirements without which the job could not be done.

D = Desirable: Requirements that would enable the candidate to perform the job well.

How Assessed:

A = Application

I = Interview

OM = Other Means (e.g. presentation, test, etc.)