



**Job Title:** Marketing and Student Recruitment Officer  
**Grade:** 6  
**Salary:** £33,002 to £37,694 per annum, pro-rata if part-time  
**Department:** Future Students Office  
**Hours/Contract:** Full-time or job share, permanent  
**Job Family:** Management and Administration  
**Reference:** 12860

### Role Overview:

The role of Marketing and Student Recruitment Officer is based within Marketing (External Relations Division) and the focus is to support the marketing and recruitment of both undergraduate and postgraduate courses within the University’s academic Colleges and Schools. This role will support the delivery of the University’s reputation and student recruitment activity at a local level ensuring the central brand, product and recruitment strategy is optimised and delivered.

The role sits in the wider College Student Recruitment and Marketing team, responsible for acting as key marketing and recruitment business partners with the University’s academic Colleges and Schools, providing expert support and relationship management between academics and professional services

### Role Purpose:

- To support College Student Recruitment and Marketing Managers with marketing and recruitment activity within academic Colleges and Schools at Leicester
- To support the relationship management between External Relations Division and academic colleagues
- To collaborate with areas in External Relations Division on recruitment and marketing activity, content creation, production and delivery across traditional and digital communication channels (including but not limited to web, email, print, paid campaigns and social media)
- To work closely and effectively with the wider marketing and recruitment teams, Colleges and the other University departments to ensure a sector leading approach to market through the delivery of a wide variety of on and off-campus events, exhibitions, presentations and other activities.

The role will report into a College Student Recruitment and Marketing Manager.

Main Duties and Responsibilities
<p><b>Student Recruitment and Marketing</b></p> <ul style="list-style-type: none"> <li>• Working with External Relations Division (ERD) colleagues and with College admissions teams, the role will support College Student Recruitment and Marketing Managers in the coordination of the marketing and recruitment activity against the annual student recruitment and marketing strategy for the College and the associated Academic Schools. This will link to the University’s overarching Recruitment Strategy and targets and the University Marketing plan- ensuring effective lead</li> </ul>





generation, applicant conversion and retention plans are implemented to optimise conversion at every touchpoint. This includes both home and overseas markets.

- Support integrated campaign delivery of the activity at a College level ensuring both the offline and online activity including web, email, digital content, paid campaigns, print and social media are delivered consistently, within brand guidelines, and to the same high standards for home and international markets across undergraduate and postgraduate student recruitment.
- Input into the appropriate investment levels on individual activity including new course launches and subject specific campaigns for both home and overseas markets.
- To support ERD with recruitment activities both on campus and across the UK, these will include open days, offer holder days, taster days, teacher and advisers events, international agents conferences, partner liaison and alumni events.

## Key Delivery

- Assisting delivery of the planning, delivery and implementation of student recruitment events (including Open Days, Offer Holder Days and Outreach activities) to ensure they are one step ahead of our competitors, engaging, high-quality, always relevant, compliant and on-brand.
- To support relevant teams in External Relations in the development, review and updates of marketing and recruitment content and collateral in all formats relevant to our target audiences. This will include, but is not limited to: web/course pages, digital content, external affiliate sites, print media, email campaigns, paid media campaigns and social media.
- Prepare, analyse and interpret insight from across the University (Marketing Insight team, Admissions, Recruitment and College teams) to ensure markets are profiled, analysed and understood for subject areas within the College. This will also include sourcing and understanding the impact and effectiveness of competitor activity.
- Support the Colleges and relevant teams ERD to identify and implement new marketing channels and opportunities in order to drive growth in market share and increase student recruitment numbers.
- Provide operational support and attend College-led internal and external events, such as shows, public lectures and staff forums.
- Provide marketing assistance for College developments - such as campus investments, new course launches, new channels and new markets.

## Service Delivery and Engagement

- Communicate to the College through internal communication channels updates and progress of activity to ensure KPIs and targets and the excellent work and activity is known and promoted.
- Work closely with the College Student Recruitment and Marketing Managers, Colleges and Schools to ensure consistent and effective local marketing activity reflects the overall University strategy.
- Support College Student Recruitment and Marketing Managers, Content team, Web Team, Colleges and Schools with assessing the value of activity and research and providing recommendations on how, when and where to promote these stories internally and externally.





- To provide operational support for on-campus College VIP, press and media visits and work with FSO on supporting International delegations, partner visits and Sponsor visits.

## Internal and External Relationships

**External Relations:** the post-holder will need to work closely with Divisional colleagues to maximise the quality, effectiveness of recruitment and marketing activity.

**Academic departments:** responsible for building working relationships with academic and support staff in academic departments in order to facilitate the effective delivery of central and subject specific recruitment strategies and events.

**Professional Services:** will need to build close working relationships with key staff in other professional services (e.g. Estates and Campus Services, Registry, Finance), so ensure effective delivery of a wide range of activities and events.

**Students:** engagement with prospective students on a wide range of issues relating to progressing onto higher level study.

**Graduates:** will need to liaise with University alumni in developing engaging case studies for recruitment and marketing activity

**External:** Day to day relationships with media agency, UCAS and other student affiliate channels and having close relationship with creative teams/suppliers. Networking across the HE Sector.

## Planning and Organising

- Supporting the planning and organising of key recruitment activity and campaigns. Liaising with individuals and departments, internally and externally, advising of deadlines to ensure production and publication dates are met.
- Responsible for planning the majority of personal workload, prioritising activities and managing time effectively.
- A delivery-focussed approach with the ability to balance conflicting deadlines and priorities, with the demands on time that are both pro-active and reactive.
- The ability to work under pressure in crisis situations, with the ability to remain calm and confident.
- Project management skills/principles to work major cross university projects and deliverables with account management and relationship disciplines including status reporting, work in progress, budgeting and forecasting

## Qualifications, Knowledge and Experience

### Essential

- Educated to degree level or equivalent, or equivalent relevant professional experience\*
- Experience of working within 13-19 education, further education or higher education sector\*
- Experience of internal and external stakeholder liaison\*
- Proven day to day experience of marketing\*
- Experience in supporting media and creative campaigns\*
- Confident and knowledgeable in data reporting and analysis





**Desirable**

- Research-led university experience
- Experience of working in student recruitment and/or marketing in the UK higher education sector
- Professional marketing qualification
- Some supervisory experience

**Skills, Abilities and Competencies**

- Knowledge of the UK Higher Education Recruitment landscape with a strong understanding of the recruitment cycle, current policies and practices in recruiting students\*
- Proven experience of inputting into an integrated marketing campaign, including briefing, planning and delivery, across various platforms \*
- Creative skills to be able to collaborate on strong and powerful creative whilst delivering against a strategic brief\*
- Excellent verbal and written communication skills, including copywriting, across a wide variety of mediums and platforms\*
- Strong interpersonal and relationship management skills at all levels including the ability to engage with colleagues as well as academic and support colleagues in the University as well as prospective students.\*
- Creative skills to be able to collaborate on strong and powerful creative whilst delivering against a strategic brief\*
- Experience in video content creation and editing, including scripting, filming, and basic post-production.\*
- Ability to work within a team and independently.\*
- Ability to manage a complex and varied workload, to work under pressure and to tight deadlines, and to work on own initiative.\*
- Ability to write reports, correspondence and other documentation
- Ability to analyse and interpret data and make strategic recommendations
- Experience using customer relationship management tools (CRM), content management systems (CMS) or other digital marketing platforms.\*

**Desirable**

- Supervisory skills
- Financial and resource planning involvement

***\*Criteria to be used in shortlisting candidates for interview***

**Reason for Fixed Term Contract**





The reason for the fixed term contract is stated in section 1.9 in the summary of contractual terms in your contract of employment.

### Criminal Declaration

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.

### Supporting University Activities

As a University of Leicester citizen, you are expected to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We expect all staff as citizens to work flexibly across the University if required.

### University Values

**Inclusive** - We are diverse in our makeup and united in ambition. Our diversity is our strength and makes our community stronger.

**Inspiring** - We are passionate about inspiring individuals to succeed and realise their ambitions. We challenge our community to think differently, to get involved, and to constantly embrace new ideas.

**Impactful** - As Citizens of Change we will generate new ideas which deliver impact and empower our community

### Equality and Diversity

We believe that equality, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equality support our efforts to attract a diverse range of high quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equality, diversity and inclusion.

