

**UNIVERSITY OF LINCOLN
JOB DESCRIPTION**

JOB TITLE	Marketing and Student Recruitment Manager				
DEPARTMENT	Communications, Development and Marketing				
LOCATION	Brayford Campus, Lincoln				
JOB NUMBER	MR4086	GRADE	8	DATE	January 2014
REPORTS TO	Director of Communications, Development and Marketing				

CONTEXT

This post is within the Communications, Development & Marketing Department of the University of Lincoln and the post holder will be expected to act as a supportive member of the team and provide cover across the team where necessary.

JOB PURPOSE

This is a senior post within the Communications, Development & Marketing Department of the University of Lincoln and its primary purpose is to grow undergraduate and postgraduate applications and enrolment at the University of Lincoln.

The role reports to the Director of Communications, Development and Marketing. The postholder is responsible for the development and implementation of the marketing and advertising plans for undergraduate and postgraduate programmes. This will include enquiries management and conversion, schools liaison, market research, and advertising.

The post holder will line manage the UK schools recruitment team, the advertising officer, the conversion and enquiries team, the market research officer and the postgraduate officer. The role holder will work closely with College Marketing and academic staff and engage closely with alumni, events, international, PR, web, social media and publications teams.

The Marketing & Student Recruitment Manager will be the main point of expertise on student recruitment matters.

KEY RESPONSIBILITIES

Planning

To work with the Director of Marketing, Development and Communications to develop the undergraduate and postgraduate marketing recruitment plans for the University in line with the strategic objectives of the University. This will include developing annual plans for schools liaison, conversion, enquiries management, market research and advertising.

The Marketing and Student Recruitment Manager will be responsible for the implementation of the plans within timescale and to budget.

To keep up-to-date with external changes affecting student recruitment and advise on policy. To provide insights into market conditions, pricing, portfolio development, competitor activity and customer behaviour in the UK marketplace.

To identify innovative opportunities to support recruitment objectives.

To manage advertising and coordinate the planning, delivery and evaluation of advertising in the UK and international markets.

Management of Resources

To inspire and manage a team of undergraduate and postgraduate marketing staff, including schools liaison, conversion, research, advertising and enquiries staff.

To lead in developing and managing effective relationships with regional schools and colleges.

To manage the budget of the programme marketing function, ensure purchase orders are raised and that University Finance regulations are adhered to.

To manage the content, use and distribution of printed and electronic student recruitment marketing material.

To manage the temporary employment of Student Ambassadors staff.

To have input into prospectus, web, social media and other channels as relevant to increase and grow recruitment.

Marketing Campaigns

To grow applications and enrolment through the development and implementation of marketing and advertising campaigns to generate enquiries, convert enquirers and to convert applicants for both undergraduate and postgraduate programmes.

To liaise with the University events team and ensure the team deliver excellent events that support the objectives of the University.



To oversee the Schools Liaison strategy to ensure that the team undertake a rigorous programme of excellent and relevant schools liaison that supports the objectives of the University, building partnerships and generating applications in UK feeder schools, public schools and state schools.

To oversee the enquiries and conversion progress and to ensure it is the best in the sector.
To lead the development and management of CRM campaigns with student prospects and to closely link the CRM with specific programme recruitment.

To lead in the development of campaign and marketing materials to generate applications and enrolments from students and work closely with the web and prospectus to inform its direction and development

Liaison

To work closely with the Deputy Vice Chancellor responsible for student experience

To work closely with Pro-Vice Chancellors and other staff in Colleges to manage the involvement of professional and academic staff in undergraduate and postgraduate student recruitment activities.

To advise senior managers on changes to policy and procedures affecting the recruitment of UK students.

To work closely with University Registry to ensure admissions policy and procedures provide the best customer service for UK applicants.

To work closely with external partners, particularly schools, to oversee development of appropriate relationships and partnerships with stakeholder and feeder institutions.

To work closely with Alumni and International teams to co-ordinate recruitment.

To represent the University on access and widening participation groups and activities.

In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.

ADDITIONAL INFORMATION

Scope and dimensions of the role

The postholder will:

To work closely with College colleagues to ensure that activities and information is relevant and accurate and in line with University objectives and priorities.

To support colleagues within the communications, development and marketing function.

To undertake ad hoc projects and work as directed by the Director of Communicaitons, Development & Marketing.

To work outside of normal working hours when required.

Key working relationships/networks

Internal	External
All Marketing staff MIRO's VCO University Registry Finance International office	Schools and colleges Design Agencies Suppliers of commercial goods Print publishers – newspapers, magazines, journals Online agencies Advertising agencies



**UNIVERSITY OF LINCOLN
PERSON SPECIFICATION**

JOB TITLE	Marketing and Student Recruitment Manager	JOB NUMBER	MR4086
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Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) Presentation (P) References (R)
Qualifications:		
<ul style="list-style-type: none"> • Sound demonstrable knowledge of marketing, advertising and market research in a target driven environment. • Evidence of a customer focused approach and innovative problem solving. • Knowledge of UK student recruitment or a comparable sector. • First degree or equivalent in marketing/communications/PR/media discipline • CIM qualified 	<p>E</p> <p>E</p> <p>D</p> <p>D</p> <p>D</p>	<p>AI</p> <p>AI</p> <p>A</p> <p>A</p> <p>A</p>
Experience:		
<ul style="list-style-type: none"> • Substantial experience of recruiting customers in a fast paced target driven environment. • A persuasive and compelling experienced marketer. • Excellent organisation skills with the ability to respond quickly to changes in the market environment. • Experience of devising strategic and innovative marketing recruitment plans • Experience of successfully implementing operational plans within agreed timescales to budget and to achieving agreed targets. • Experience of undertaking primary and secondary research as well as of commissioning and disseminating market research • Managing external suppliers of marketing services to budget and to timescale • Managing multiple relationships across a complex organisation • Managing, leading and inspiring a team successfully • Managing a budget • Working to timescales 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	<p>AI</p> <p>AI</p> <p>AI</p> <p>AI</p> <p>AI</p> <p>AI</p> <p>AI</p> <p>AI</p> <p>AI</p> <p>AI</p> <p>AI</p> <p>AI</p> <p>AI</p>



Skills and Knowledge:		
<ul style="list-style-type: none"> • Proven skills in developing strategic approaches to recruitment marketing • Evidence of excellent planning and organisation skills • Managing multiple priorities • Staff management skills • Ability to manage budget 	E E E E E	AI AI AI AI AI
Competencies and Personal Attributes:		
<ul style="list-style-type: none"> • Excellent interpersonal skills • Ability to communicate persuasively with a range of internal and external stakeholders at all levels • Ability to work effectively as part of a team and on own initiative • Confident, self-motivated • Results orientated, analytical approach • Calm under pressure • Flexible and adaptable 	E E E E E E D	I I I I I I I
Business Requirements		
<ul style="list-style-type: none"> • Flexible in working hours – to accommodate travelling time, occasional late nights and weekend working • Ability to travel 	E D	I I

Essential Requirements are those, without which, a candidate would not be able to do the job. **Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

Author	ES	HRBA	DB
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