Marketing & Recruitment Specialist

**Department:**  Marketing, Recruitment, Outreach & Admissions (Faculty of Sciences / Arts & Humanities /Social Sciences)

**Hours of work:**  Full time | 37 hours per week

**Contract type:**  Fixed Term until 31 December 2023

**Salary:**  Grade 5 | £27,131 - £33,314 per year
Main purpose of the role

The University has grown significantly and this has meant that the complexity of the work required has exponentially expanded. In particular we have recognised the need to expand the range of bespoke support to better meet the needs of our recently strengthened three faculties - Arts and Humanities, Sciences and Social Sciences.

The Marketing and Recruitment Specialist (MRS) reports into the Marketing & Recruitment Business Partner (MRBP) and is a key role designed to support the MRBP in the delivery of the home and international faculty ‘spoke’ marketing and student recruitment strategy. The role is part of the wider marketing and student recruitment ‘hub’ team at the University (part of External relations).

The main purpose of the role is to work effectively as part of one of the three faculty teams and in close collaboration with the wider ‘Hub’ marketing team, to deliver a specialist home and international marketing and student recruitment service to the faculty. The role will support operational and strategic activity relevant to both the faculty and the wider marketing team. In consultation with the MRBP, the post holder will devise, coordinate and deliver against an annual Faculty Marketing Recruitment Plan consistent with the strategic objectives of the Faculty and the University. The focus will be on attracting prospective home and International students to the Faculty's courses and maximising the conversion rate of targeted audiences. A key objective will be to raise awareness of the Faculty and the programmes it offers at undergraduate and postgraduate level, with UK, EU and international audiences, to support and grow our reputation and student recruitment numbers. The post holder will work closely with academic departments to create and develop omni-channel marketing content, analyse data / trends to provide insight, and work with colleagues in central ‘Hub’ teams to support / deliver marketing campaigns, recruitment events and solutions predominantly at faculty / department / subject level. It is an expectation of the role that the post holder will support and attend relevant on and offline events, some of which may take place outside of normal working patterns. Furthermore, the post holder may be required to travel to domestic recruitment events as necessary.

Key attributes required include being adept at organising, planning and prioritising work effectively to get the job done on time and to a high standard. The post holder should be self-motivated, confident in working independently, have excellent attention to detail, good analytical and problem solving skills and the ability to communicate effectively both orally and in writing. The post holder will be expected to network effectively within the faculty they are assigned to in order to build excellent relationships and a thorough and up to date understanding of the faculty course offering.

External Relations has four divisions: Marketing, Recruitment, Admissions and Outreach (MRAO); International Recruitment, Partnerships and Mobility (IRPM); Office of Philanthropic, Partnerships and Alumni (OPPA); Communications. These divisions are structured to enhance the University’s reputation and income generation.

A principal role of the directorate is to deliver against the University’s priorities in relation to attracting the best possible students from UK and overseas markets at undergraduate and postgraduate levels. Responsibilities for achieving this span two of the directorate’s divisions: Marketing, Recruitment, Admissions and Outreach (MRAO); International Student Recruitment, Partnerships and Mobility (IRPM).

MRAO is responsible for strategic and operational plans to support domestic recruitment and access and participation. MRAO manages a shared services model to deliver data-enabled marketing and admissions services that support domestic and international recruitment strategic aims. They are responsible for all matters of fair admissions and Office for Students (OFS), Universities and Colleges Admissions Service (UCAS) and...
Competition and Markets Authority (CMA) compliance matters pertaining to recruitment and marketing.

IRPM operates as our international salesforce team to support international recruitment activity (including working with overseas staff to build brand, engagement and applications in key priority markets), international strategic partnerships and alliances, inbound and outbound mobility and study abroad, international short courses, and the delivery of international strategic plans in support of the University’s strategy.

**Key responsibilities**

(Role holders will be required to undertake some or all of the duties below)

1. **Role Specific Responsibilities**
   - Work closely with the Marketing and Recruitment Business Partner to develop and deliver marketing solutions.
   - Develop a detailed understanding of the courses / subjects within the faculty, their target audiences and their needs.
   - Create and edit content (copy and other content) at faculty / department /subject level to be used on the website, social media, email, online advertising, other digital channels, and in print.
   - Assist in maintaining course information on the university website and relevant external student recruitment websites.
   - Using excellent project management and organisation skills, implement and coordinate day to day management of on-brand, multi-channel subject level marketing campaigns for the Faculty, and measure and report on their effectiveness.
   - Monitor progress and evaluate the effectiveness of specific faculty / department / subject level marketing initiatives.
   - Liaise with internal Faculty colleagues and the central Hub team to carry out the development and fulfilment of faculty marketing collateral. This will include editing and producing marketing copy as requested, as well as coordinating copy collation, approvals and preparation for design.
   - Contribute to the provision of marketing and communications advice to the Faculty, through suggestions of both digital, print and experiential tactics. Ensuring ideas are relevant, deliverable and based on user needs.
   - Plan, deliver and evaluate digital and print projects, with strong emphasis on a ‘digital first’ approach, to support faculty marketing and communications objectives.
   - Work with MRBP and central marketing colleagues to develop and deliver focused strategies and initiatives to address identified areas of recruitment weakness and conversion and draw on existing marketing strengths.
   - Liaise on behalf of the faculty / subject areas with in-house / external designers, film and photography in relation to any marketing materials production activity / issues and ensuring outputs meet brand guidelines.
   - Work closely with the central Hub team to support the delivery of large-scale student recruitment events both at Faculty/subject-level, such as the University of York Open Days and Applicant Open Days, Taster Events.
   - Work flexibly with colleagues to provide support and cover for other roles when necessary, always maintaining the highest of standards.

2. **University of York Responsibilities for Grade 5**
Service and Operational Delivery

- Undertake day to day decision making for operational aspects of service or delivery, within a designated area of responsibility.
- Deliver services to standards set by others, using initiative and independent action to meet service needs.
- Manage the resolution of escalated issues or queries where the answer requires consideration and application of judgement.
- Where appropriate, solicit customer views on the nature and quality of the service provided.
- Make effective use of digital solutions to carry out operational activity and implement efficiency improvements.
- Act as a supportive and encouraging member of a team. For roles at this level with supervisory responsibilities, demonstrate compassion and give advice on commonly occurring wellbeing issues.

Continuous Improvement

- Monitor and review service or operational delivery in conjunction with line manager, recommending / implementing improvements to process, service or governance.
- Contribute to and/or initiate the development and improvement of methods of service delivery.
- Research, analyse and interpret data/findings, using standard methodologies to identify opportunities for improvement. Where appropriate, independently identify and source additional information for consideration.
- Proactively identify opportunities for building new personal knowledge and skills for self and others.

Specialist Contribution

- Provide detailed advice to internal and external stakeholders on service-specific policies, procedures and regulations.
- Carry out investigations, searches and research information and data to identify trends and patterns.
- Analyse data and statistics and provide reports for higher level decision makers.
- Provide expertise to support compliance with legislation and statutory duties.

Collaboration and Communication

- Establish, maintain and develop productive and ongoing relationships with colleagues across the University, to support service delivery and issue resolution.
- Contribute to business meetings, working groups and committees to enable efficient service delivery and manage stakeholder expectations.
- Engage with external peers and specialists to exchange knowledge and information.
- Use a range of digital media and tools to communicate with a diverse range of key stakeholders.
- Collaborate with team members to identify and implement service improvements or alterations.

Governance and Oversight

- Implement and monitor recognised procedures to ensure compliance.
- Provide training to team members on procedure e.g. data handling and recording.
- Ensure accuracy by implementing recognised and routine checks, assessment criteria and techniques.

Planning and Organisation
- Plan and organise own workload (and, where applicable, the workload of team members) to manage short term fluctuations and changing priorities.
- Contribute to longer term plans/programmes of work.
- Plan and organise small scale projects.

The above list of duties is not exhaustive and is subject to change. The post holder may be required to undertake others duties within the scope and grading of the post.
### Person specification

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<th>Role Specific</th>
<th>Essential / Desirable</th>
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<tr>
<td>Previous experience in a marketing and / or student recruitment role</td>
<td>Essential</td>
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<td>Knowledge of marketing techniques and digital communications channels</td>
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<td>Understanding of the practices and techniques related to web accessibility</td>
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<td>Good problem solving skills</td>
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<td>Confident at working independently and to deadline</td>
<td>Essential</td>
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<td>Excellent attention to detail</td>
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<td>Self-motivated</td>
<td>Essential</td>
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### Qualifications:

Level 3 qualification. (Qualifications at this level include A levels. Please [view the full list](#). We also welcome applicants with equivalent non-uk qualifications or equivalent professional experience.  

### Skills - demonstrates the ability to:

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<td>Manage small-scale projects</td>
<td>Essential</td>
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<td>Gather, analyse, interpret and report data/information</td>
<td>Essential</td>
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<td>Use digital technologies including Google applications and/or Microsoft Office</td>
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<td>Communicate effectively in verbal and written formats, including the use of a variety of digital tools</td>
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### Behaviours:

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<td>Works collaboratively with others</td>
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<td>Delivers a quality service</td>
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<td>Develops self and others</td>
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<td>Actively champions respect, inclusivity, equality and diversity</td>
<td>Essential</td>
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<td>Identifies and implements continuous improvement</td>
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