

THE UNIVERSITY OF MANCHESTER

PARTICULARS OF APPOINTMENT

PROFESSIONAL SERVICES

DIRECTORATE FOR THE STUDENT EXPERIENCE

INTERNATIOONAL DEVELOPMENT

MARKETING & RECRUITMENT COORDINATOR

VACANCY REF: PSX-027434

Salary:	Grade 5, £31,387 to £35,880 per annum, depending on relevant experience
Hours:	35 hours per week
Duration:	Permanent
Location:	Oxford Road, Manchester

Enquiries about the vacancy, shortlisting and interviews:

Name: Fiona Brown

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OVERALL PURPOSE OF THE JOB:

- To co-ordinate the delivery of high quality student marketing and recruitment activities and campaigns from the agreed plans and strategy to contribute to the delivery of the University's student recruitment targets and oversee the work of assigned colleagues as necessary.
- To support colleagues to embed locally and University-wide a culture of excellent service provision and continuous improvement, placing the student experience at the heart of what we do, with support for a single PS team working flexibly across organisational boundaries.
- To support senior colleagues in the delivery of high quality student marketing and recruitment activities and campaigns from the agreed plans and strategy to contribute to the delivery of the University's student recruitment targets.

Colleagues will be expected to work flexibly across the University and to take on assignments and roles as required across the organisation, using key principles of business partnering and collaborative working to ensure delivery of University and local priorities, operating at all

times as a single cross University team. Colleagues appointed to Student Marketing and Recruitment Administrator may be assigned to the following Directorates/ Faculties:

Assigned to:	Responsible to:
Division of Communications, Marketing and Student Recruitment – UK Student Recruitment	UK Student Recruitment Officer
Faculty of Biology, Medicine and Health / Science and Engineering / Humanities	Faculty Student Marketing and Recruitment Officer
Directorate for the Student Experience – UMW Marketing and Recruitment	UMW Marketing & Recruitment Manager; Day-to-day reporting line to UMW Marketing and Recruitment Officer
Directorate for the Student Experience – International Office	Head of International Recruitment

KEY RESPONSIBILITIES, ACCOUNTABILITIES OR DUTIES:

- Co-ordinate the delivery of measurable student recruitment and marketing plans, events, projects and initiatives supporting the delivery of the University’s student recruitment targets.
- To supervise colleagues as necessary and input to the development and motivation of team members.
- To ensure the provision of information, advice and guidance on to a wide range of audiences including potential applicants and their key influencers, with information about the University of Manchester and higher education study more generally. This will involve acting as a key representative of the university both on and off campus.
- To work flexibly across the University and contribute to assignments and roles as required across the organisation, to ensure the delivery of University and local priorities, operating at all times as a single cross University team.
- To work collaboratively with colleagues on complying with standardised structures, approaches and procedures to marketing and recruitment activities; utilizing market and student insight, data and analytics and systems; and ensuring a consistent and distinctive voice/brand.
- To work collaboratively with colleagues to produce online and offline marketing activities, including campaigns and events, taking a digital first approach, appropriately timed, targeted and segmented for key priority areas.

- To develop, prepare and deliver high quality information, presentations and training resources, utilising styles of teaching, learning and research at the University of Manchester, that both meet the information needs of prospective students and influencers, promoting Manchester as a study destination.
- To work with and support other teams (i.e. Admissions) and activities such as Open Days, Confirmation and Clearing, Orientation, Summer Schools, conversion activities, welcome week etc.; and to attend events and offer advice and information to potential applicants and their key influences on the University and HE in general.
- To assist with the delivery and evaluation and monitoring of projects and activities.
- To support the delivery of widening participation initiatives.
- To support officers and managers in the organisation and delivery of activities, including delegated authority; and using market insight information to establish market demands and make recommendations.
- Support senior colleagues by supervising the work of interns and ambassadors and volunteers, including recruiting, training and monitoring performance.
- To ensure the delivery of excellent customer service.
- To support the delivery and evaluation of measurable plans, events, projects and initiatives in pursuit of the University's ambitions and objectives.
- To assist with the delivery, evaluation and monitoring of projects and activities.
- To develop effective relationships with key internal and external stakeholders.
- To champion a culture of continuous improvement, collaboration, consistency and innovation; and engage constructively with change initiatives.
- To act in accordance with and promote University policies, procedures and requirements at all times – in particular those relating to health and safety; equality diversity and inclusion and information governance.
- To have a commitment to equality, diversity and inclusion.

PERSON SPECIFICATION

Essential Knowledge, Skills and Experience

- Experience and up-to-date knowledge of student marketing and communications and/or student recruitment.
- Ability to supervise and motivate staff.
- An ability to communicate effectively with staff from across the University, providing explanation and interpreting information to ensure understanding.
- Excellent presentation and written skills.
- Highly developed interpersonal skills, including tact, diplomacy and sensitivity.
- Excellent organisational skills, with the ability to manage a large workload and prioritise tasks in order to meet strict deadlines.

- A flexible team player with the ability to support colleagues.
- Ability to solve problems creatively, with experience of contributing to the development and improvement of systems and procedures.
- Strong numeracy skills, demonstrating accuracy and attention to detail.
- Strong digital literacy skills, with comprehensive experience of, or willingness to be trained in IT systems relevant to the role.
- Excellent copywriting skills with the ability to deliver top quality content for digital and print platforms to a wide range of audiences and across multiple channels.
- Experience of utilising customer relationship management (CRM) systems and digital communication channels.
- A commitment to the University's strategic goals, themes and values.

Desirable Knowledge, Skills, Experience and Qualifications:

- To have, or be willing to work towards, a marketing qualification (e.g. CIM). The University will support individuals who do not already hold a qualification.
- Criteria outlined below may be prioritised for specific roles:

Marketing and Recruitment Co-ordinator

- Experience with supervising admissions processes and enquiry handling
- Experience of supervising and training junior staff
- Strict attention to detail for e.g. developing process notes associated with agents' interaction with UoM systems, and applying complex commission rules
- Ability to deliver training to agents and to support working with colleagues to drive continuous improvements in agent records, training and commission processes
- Ability to work on own initiative and flexibly to support the wider needs of the International Recruitment team, and to support the development of the administrative team

APPOINTMENT DETAILS

Appointees may be required to undertake a DBS (Disclosure and Barring Service) check. This is standard University of Manchester policy for all staff and students working with pre-University students.

This post may involve some travel and/or evening and weekend commitments. Appointees must therefore be prepared to work outside regular office hours and undertake such travel as necessary.