

THE UNIVERSITY OF MANCHESTER

PARTICULARS OF APPOINTMENT

FACULTY OF HUMANITIES

HUMANITIES MARKETING AND COMMUNICATIONS

STUDENT MARKETING & RECRUITMENT INTERN

VACANCY REF: HUM-027694

Salary:	Grade 2, £23,114 to £24,600 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: Jemma Baugh

Email: jemma.baugh@manchester.ac.uk

Overall Purpose of the Job:

- To undertake an introductory role in higher education administration, engaging with a range of activities in support of the creation and delivery of student marketing and recruitment campaigns, developing professional knowledge skills and experience.
- To work with the Student Marketing and Recruitment Teams, primarily contributing to the development of social channels, copywriting, planning campaigns, using content management systems and email platforms, and administrative tasks.
- To deliver excellent service provision, placing the student experience at the heart of what we do with support for a single PS team working flexibly across organisational boundaries

Key Responsibilities, Accountabilities or Duties:

- To work under the direction of the Head of Student Marketing, contributing to the delivery of Student Marketing and Recruitment activities.
- To support clerical and administration activities and events as required and as directed by the line manager in support of Student Marketing and Recruitment processes and procedures.
- To work flexibly as required across the University, supporting the delivery of University and local priorities, operating at all times as a single cross University team.

- Contribute to the production and distribution of e-newsletters for prospective students, as well as staff audiences. This will include writing and editing copy in line with brand and editorial guidelines.
- With direction and support from the line manager take responsibility for the day to day moderation of email lists and mailboxes, and ensure these are used within accordance with relevant guidelines.
- With direction and support from the line manager take responsibility for ensuring online channels deliver timely and relevant news and information, by proactively gathering, creating and publishing Digital First content.
- Assist with the production and distribution of printed publications, based on Digital First content; including writing, editing, proofreading and liaising with contributors and designers.
- Assist with the production of video projects, including contributing ideas, organising locations and equipment, and liaising with contributors and external organisations.
- Contribute to project level work based on Student Marketing and Recruitment priorities across the University, Faculties and Schools.
- Play an active role, with direction from the line manager, in events, including Open Days and Welcome activities, supporting colleagues throughout the organisation.
- Contribute to the organisation and delivery of consultation and engagement activities relating to prospective student communication channels and activities.
- Assist with the monitoring and evaluation of the success of prospective student communications and marketing activities, compiling data and information for the Student Marketing and Recruitment Teams and also for wider internal dissemination.
- Help to foster effective and supportive relationships with colleagues and student ambassadors across the University, Professional Services, Faculties and Schools
- 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 engage with development activities associated with the internship programme.
- To have a commitment to equality, diversity and inclusion.

PERSON SPECIFICATION

Essential Knowledge, Skills and Experience:

- Good communication skills, including copywriting and proofreading experience.
- Flexible and responsive to customer needs and able to provide information, whilst maintaining confidentiality.
- Good interpersonal skills.
- Knowledge and understanding of all major social media channels.
- Good organisational skills, and able to prioritise work.
- Demonstrate an ability to work in a team environment and support colleagues.
- Demonstrate accuracy and attention to detail.
- Demonstrate the ability to use initiative.
- Digital literacy with a familiarity with standard IT packages.
- A commitment to the University's core values and to the provision of the best possible support to our students, staff and customers.

Desirable Knowledge, Skills, Experience and Qualifications:

- Experience of communicating with a student or youth-orientated audience.
- Experience of producing communications for large audiences using a variety of media and channels.
- A keen interest in photography and/or video production and/or experience of basic design software.
- An interest in e-marketing and good technical awareness e.g. basic HTML.

Appointment Details

This post may occasionally require the appointee to work outside regular office hours including weekends as necessary. The University operates arrangements to recognise this working pattern and to ensure an appropriate balance between working and non-working time