

Job Description

Role Title:	Assistant Marketing Manager – Applicant Communications
Directorate:	Marketing, Recruitment and External Relations
Reference:	MPF3092
Grade:	6
Full or Part time:	Full time
Hours:	36.25
Reports to:	Senior Marketing Manager

Overview

Marketing, Recruitment & External Relations

The Directorate of Marketing, Recruitment and External Relations is responsible for the core range of activities that promote and engage with the University's external environment and stakeholders. The Directorate is the brand guardian with a remit that covers student recruitment, corporate and academic school specific marketing, corporate events and alumni & development. This Directorate is responsible for the strategic planning and operational delivery of key activities that support the University's ambitions for growth, diversity, increased profile and greater engagement with our friends to support that ambition both in kind and through philanthropic support.

MARKETING & COMMUNICATIONS

Marketing & Communications brings together Marketing, Market Insight and Communications.

Marketing

The Marketing Team support student recruitment campaigns and develop external partnership agreements to support our University strategy. Creating strategic marketing plans, the team provide project management and event support across the academic faculties, both for UK and international, as well as for B2B activities and corporate initiatives, such as our Campus Services team. They also undertake a consultative role on the development and delivery of marketing campaigns across University wide projects.

The Design Studio Team are the guardians of the University of Salford brand; creating and managing all visual communications to ensure everyone who comes into contact with Salford understands who we are and what we stand for. The Team works with all schools and departments across the University on a diverse range of projects; from the prospectus to welcome week, graduation to clearing and everything in between.

As part of the team we have multi-skilled interdisciplinary digital practitioners including the web team who deliver long term digital strategy, integrated campaigns and one-off ad hoc activity. The team's remit includes external facing websites, web applications, email marketing, social media, content creation and video production. Whether it is producing an integrated campaign to drive calls to the Clearing Line, managing queries from students via social media, or modifying our course pages, the team adopt a data and insight-driven approach, making decisions based on previous activity, external research and consumer feedback.

The Team's skill set includes:

- Web development
- Social media campaign management
- Copywriting for web
- Paid digital activity (including AdWords, social media advertising, display)
- Email marketing copy, design, build and send
- Video production
- Sound package creation
- Project management

Market Insight

The Market Insight Team analyse and report on potential students' and the general public's perceptions, and wider higher education and labour market trends, giving other departments the information and insight they need to support their decisions and actions. They focus particularly in three areas:

- Student recruitment
- New course portfolio
- Brand perceptions

Communications

The Internal Communications Team ensures information is conveyed to colleagues in a timely and relevant manner; from staff success stories and interesting things happening on campus to important messages from senior leaders and strategy updates, the team provides daily updates to employees.

The Press Team operates a full press liaison service, news management service and crisis communications service. They manage the University's 'expert commentators' and media training and are responsible for news video production, the @SalfordUniNews social account and the reporting of media coverage to Executive.

Student Recruitment and Outreach

We're a busy and lively team whose core focus is the provision of information, advice and guidance to young people to support their decision-making regarding higher education.

Student Recruitment

Focused on the enquirer and applicant journey, we provide the touch point for all enquirers and applicants during their journey to higher education as well as managing the University's relationships with feeder schools and colleges in the UK and Ireland.

With a customer service focused approach, we manage the provision of information, advice and guidance via both incoming enquiries and during outbound events and engagements, ensuring that all enquirers are provided with appropriate information to best inform their decision-making regarding higher education.

We work closely with key influencers including teachers, advisors and parents with the aim of attracting and recruiting those students who will best benefit from the University of Salford experience. Alongside this we lead on the organisation and delivery of Open Days, Applicant Visit Days and applicant interviews, working in partnership with Admissions, Marketing, Estates and academic colleagues to ensure the highest quality applicant experience.

Working closely with Marketing and Market Insight, we are also responsible for ensuring that CRM technology is utilised effectively, that the enquirer and applicant journey is as seamless as possible and that timely and accurate information is provided at relevant parts of the student journey. We also manage a communications plan with our feeder schools and colleges as well as providing engagement opportunities for our teachers and advisors.

The team works in partnership with a wide range of professional services and academic colleagues in the achievement of its objectives.

Outreach

The Outreach Team work primarily with pre-16 year olds to raise aspirations and to deliver impartial information, advice and guidance about progression within education.

We work with a variety of learners in creative ways and participate in collaborative projects with partner institutions such as the Greater Manchester Higher Scheme and play an active role in the National Collaborative Outreach Programme (NCOP) targeting specific wards within Greater Manchester.

Role Purpose

We are seeking an experienced and proactive Assistant Marketing Manager to develop and manage our annual schedule of communications to enquirers and applicants. The post holder will need to demonstrate the ability to both think strategically and use data and insight to influence communication plans. You will work as part of a team responsible for managing a wide range of enquirer and applicant services from first point of contact through to student registration, including everything in between. You will be expected to be flexible and customer focused and to establish and maintain excellent working relationships with colleagues throughout the University.

The post holder will lead on managing the annual communications schedule for our enquirers and applicants. In addition to content creation this will include regularly reviewing, reporting and acting upon trends in enquirer and applicant behaviours both within the University and wider sector and liaising with colleagues across the University to develop engaging content for our applicant communications. They will also ensure stakeholders across the University have an awareness of the communications plan, including presenting and reporting to key staff as required. The bulk of our current communication with prospective students is via email and web content, but we also use other channels including print and event collateral and are constantly reviewing trends and new channels. The post holder will be confident creating and sourcing content for all channels.

The successful candidate will be able to demonstrate experience in communications management and copywriting, customer service and student recruitment. With an awareness of CRM systems, and experience of web content management systems you will be a proactive individual who is confident working independently, seeking out new information and considering innovative ways to improve the applicant and enquirer communications experience. Working closely with the Applicant Services Team Leader, you will understand best practice and data management legislation and seek to continuously improve our comms through use of audience segmentation, A/B testing, data analysis and reporting. The ability to communicate and negotiate with a wide range of staff will be critical in this role, as well as strong customer service skills and copywriting.

While the post-holder will be based within the Marketing Team, a close working relationship with the Student Recruitment team is essential, as well as developing detailed knowledge of our academic faculties and professional support services. The role will predominantly focus on communications for prospective students based in the UK but will also support our International Recruitment Team to develop communications for an international audience and work across both areas where appropriate.

Principal Duties & Responsibilities

- To lead the development and delivery of a personalised applicant and enquirer communications plan, developing a variety of campaigns across different channels, making use of relevant and timely insight and working closely with colleagues as part of the applicant communications team;
- To write engaging copy for enquirer and applicant communications and web content, adhering to brand guidelines and keeping communications and content appealing and relevant to their audience;
- To ensure the development of compelling and appropriately segmented content that enhances conversion at each stage of the student recruitment process, considering the broad range and nuances of our student body;
- To manage communications and copy relating to recruitment events, including Open Days, Offer Holder Days and interviews to support the visitor experience at all times;
- To proactively develop strong working relationships with colleagues across the University, becoming the expert on applicant communications, providing professional advice and guidance as appropriate regarding the communications schedule and content, and applicant needs during the cycle;
- To maintain brand consistency in all communications, including tone of voice for enquirer and applicant communications, flexing this approach depending on the student type;
- Working closely with the Applicant Services Team Leader, to review data to ensure campaign effectiveness, report on engagement to senior staff as appropriate, and to continuously shape and evolve our communication strategy;
- To take a lead in proactively reviewing trends within enquiry handling, identifying gaps in applicant or enquirer information, making independent decisions as appropriate to address this, and keeping abreast of sector trends and competitor behaviour in applicant communications, working with the Market Insight team as appropriate;
- To play a leading role in the Welcome, Onboarding and Transition process ensuring communications and relevant web content are consistent across this pivotal period of applicant transition to registered student;
- To perform any other duties appropriate to the grade as may be required by senior colleagues including representation of the team or department on internal working groups or other meetings;
- To comply with the personal health and safety responsibilities specified in the University Health and Safety policy;

- To engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role;
- To promote equality and diversity for students and staff and sustain an inclusive and supportive study and work environment in accordance with university policy.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Generic Duties

- Perform any other duties appropriate to the grade as may be required by the Head of School/Head of Division etc.
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.
- To engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role.
- Advance equality, support our work towards eliminating unlawful discrimination, foster an inclusive study and work environment for students, staff and visitors in accordance with our public sector equality duties and university policy.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Person specification follows on next page

Person Specification

The successful candidate should demonstrate the following, which are 'Essential' (E) or 'Desirable' (D)

Qualifications

1. Educated to degree level or equivalent (E)
2. A professional or postgraduate qualification (D)

Background and Experience

3. Significant demonstrable experience of communications management across a range of different channels (E)
4. The ability to create effective marketing copy, including experience of writing engaging content for a range of audiences (E)
5. Experience of working collaboratively, liaising with and balancing the needs of a wide range of different stakeholders with different priorities (E)
6. Demonstrable experience in project management/co-ordination (E)
7. Experience in use of digital marketing techniques and an understanding of how they integrate with CRM systems (E)
8. Experience in the use of a CRM and other communications and web platforms – knowledge of Microsoft Dynamics 365 would be an advantage (D)
9. Experience of working within the Higher Education sector, ideally within Student Recruitment, Marketing or Admissions (D)

Knowledge

10. The effective use of different communication channels, including the opportunities offered by digital and social media for customer engagement (E)
11. The Higher Education sector and an understanding of the recruitment cycle with particular reference to applicant and enquirer communications (D)

Skills and Competencies

12. Excellent written and oral communication skills including proofreading (E)
13. Excellent organisational and time management skills (E)
14. Strong customer focus with a track record in delivering outstanding customer service (E)
15. Excellent liaison, networking and influencing skills (E)
16. Personal credibility and the ability to gain confidence and trust at all levels within the organisation (E)
17. Problem solving skills and a willingness to challenge conventional methods (E)
18. Excellent IT skills within the Microsoft Office suite of products (E)

19. An enthusiastic and results orientated approach and a commitment to providing services for our applicants and enquirers based on best practice (E)