



# Job Description

<b>Job Title</b>	Marketing & Communications Manager (Student Recruitment)
<b>Department</b>	Marketing & Communications team, part of Advancement division, Guildhall School of Music & Drama
<b>Grade</b>	Grade D
<b>Location</b>	Guildhall School of Music & Drama
<b>Responsible to</b>	Senior Marketing & Communications Manager
<b>Responsible for</b>	N/a

Marketing & Communications works to increase awareness of and advocacy for the Guildhall School, resulting in wider recognition of the School's excellence in teaching, learning, research, accessibility and impact.

The team supports faculties in creating and sustaining a student application pool which meets ambitious targets in terms of quality, quantity and diversity; promotes the School's performances in order to achieve high levels of attendance by diverse and engaged audience members; promotes the School's work with under 18s and in the areas of research and enterprise; engages actively with a variety of stakeholders including media, supporters, alumni, local residents and industry leaders, as well as facilitating internal communications with students and staff.

## Purpose of Post

- Develop, implement and evaluate innovative and creative marketing and PR campaigns to recruit students to the School's higher education programmes
- Manage the production of the prospectus and other student recruitment marketing materials
- Co-manage the annual Undergraduate Open Day, and plan and manage the School's presence at recruitment events nationally and internationally
- Provide expert marketing advice and support for recruiting students to short courses, online courses, Creative Entrepreneurs and Junior Guildhall

## Main Duties & Responsibilities

### Student recruitment

1. Lead on the implementation of the School's annual recruitment marketing cycle, developing and implementing creative marketing campaigns and activity to recruit students to the School's degree programmes.



2. Manage the production of the School's prospectus, working with designers, copywriters and the Senior Marketing & Communications Manager to deliver the finished product.
3. Provide expertise to Heads of Department on reaching prospective students and their influencers across the world and work closely with the Digital Marketing Officer and Marketing & Communications Administrator on appropriate targeted mailings, e-communications and other recruitment-focused activity.
4. In liaison with the Senior Marketing & Communications Manager and Registry, monitor applications, analyse application patterns, market research and data, and produce reports as required, proactively recommending new opportunities for student recruitment activity and evaluating impact of existing activity.
5. Work with the Designer to produce brochures, flyers and other minor student recruitment marketing materials and plan their distribution appropriately.
6. Work with the Digital Marketing Officer to ensure all programme and application information on the website is accurately maintained and updated where necessary.
7. Manage the day-to-day liaison with the School's media relations agency for student recruitment, advising on prioritisation of activity, approving press releases and proactively seeking opportunities for media coverage of Guildhall School degree programmes.
8. Plan and manage the School's presence at careers fairs, exhibitions and other recruitment opportunities, both nationally and internationally; be the lead staff member on the day for these off-site recruitment events, supervising student/alumni ambassadors and other staff members as required.
9. Manage the annual School-wide Undergraduate Open Day alongside event management colleagues, planning and managing the day from start to finish, including co-chairing cross-School planning meetings, managing the budget and evaluating its impact effectively.
10. Work closely with the Widening Participation Officer to ensure widening participation messages are incorporated into student recruitment materials, and proactively identify opportunities to coordinate recruitment activity where relevant.
11. Work closely with colleagues in the Barbican, LSO and Royal Opera House marketing teams to ensure Guildhall School joint programmes are marketed effectively by programme partners.
12. Provide marketing support and expertise for the Enterprise department for Short Courses, CPD, Online Courses and Creative Entrepreneurs as required.
13. Provide marketing support and expertise for Junior Guildhall recruitment as required, including managing the production of the Junior Guildhall prospectus.
14. Work closely with the Marketing & Communications Administrator to ensure the effective capture and maintenance of student recruitment contacts; ensure interactions with contacts from across the School are recorded appropriately.



15. Be responsible for approving all materials produced by external organisations that have a student recruitment focus and reference the School, including those by the Barbican Centre, London Symphony Orchestra, Royal Opera House and other partner organisations, ensuring brand and style compliance.
16. Be responsible for approving all external-facing student recruitment materials produced by Guildhall School departments, ensuring brand and style compliance, inserting relevant School messaging and providing advice as required.
17. Stay abreast of changes in the higher education sector and of relevant consumer protection law that impacts the student recruitment process.

#### **Other duties**

18. Deputise for the Senior Marketing & Communications Manager as required.
19. To represent the department at Advancement events when required, including careers fairs, public events, receptions and performances.
20. Actively seek to implement the City of London's Occupational Health and Safety Policy in relation to the duties of the post, and at all times give due regard to the health and safety of both themselves and others when carrying out their duties.
21. Actively seek to implement the City of London's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post.
22. To undertake any other duties that may reasonably be requested appropriate to the grade.



## Person Specification

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<b>Department</b>	Marketing & Communications
<b>Grade &amp; Level</b>	D
<b>Trent Position Number:</b>	19D0130/002

Please find below the qualifications, experience and technical skills required to undertake this post. Each criterion will be assessed at application (**A**), interview (**I**) or test (**T**) as indicated below.

### Technical Skills / Professional Qualifications / Relevant Education & Training

#### Essential

- Educated to degree level or equivalent with a qualification in Marketing, PR or Communications / or an equivalent level of skills knowledge and experience (A) (I)
- Ability to develop, plan and implement effective student recruitment campaigns to support higher education programmes (A) (I)
- A detailed understanding of the needs and expectations of prospective students and their influencers, including international students (A) (I)
- A detailed understanding of the higher education sector (A) (I)
- Excellent copywriting and editing skills (A) (I)
- Excellent negotiation and listening skills with the ability to interpret stakeholder requirements, and to advise senior staff (A) (I)
- Excellent written and oral communication skills with the ability to compose high quality engaging copy and to present to a variety of stakeholders in an engaging way (A) (I)
- Strong IT skills, particularly Excel, and the ability to analyse data and make informed recommendations as a result (A) (I)
- The ability to work to tight deadlines and maintain a calm, ordered approach (A) (I)
- Excellent attention to detail (A) (I)
- Excellent team working skills (A) (I)

#### Desirable

- Adobe InDesign skills (A) (I)
- Event management skills (A) (I)
- Experience of working with a student enquirer CRM/similar (A) (I)



## Experience Required

### Essential

- Significant experience of creating, developing and implementing innovative student recruitment campaigns in a higher education environment (A) (I)
- Significant experience of producing high quality printed marketing material (A) (I)
- Experience of brand management/adhering to a corporate visual identity (A) (I)
- Experience of analysing data to inform planned activity (A) (I)

### Desirable

- Experience of working closely with media relations agencies/staff and a good understanding of UK arts/education media coverage (A) (I)

## Other Relevant Information e.g. working hours or desirables (only if applicable)

35 hours per week – Monday to Friday. This position will require travel to other parts of the UK and occasional travel overseas.

## Recruitment – Note to Applicants

*The qualifications, experience and technical skills will be used in the decision-making process for recruitment. Please give examples of how you have exhibited these behaviours in your previous role(s). It is essential you address the criterion marked as (A) on your application form in the section for supporting information.*

*Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided. Try to provide evidence, by examples, where possible, of skills, knowledge and experience contained in this person specification.*



# Summary of Terms and Conditions of Employment

This summary is given as a guide and is not intended to form part of an individual's contract of employment.

## **Salary**

The salary range for this job is £35,090 - £39,680 per annum inclusive of all allowances. This figure will be reviewed annually from 1 July in line with the pay award for other salaried staff within the City of London Corporation.

## **Contract**

The position is offered on a 12-month fixed term basis

## **Hours of Work**

Normal hours of work are 9.30 am – 5.30 pm, being 35 hours per week excluding lunch breaks, Monday to Friday, inclusive but the post holder shall be expected to work the hours necessary to carry out the duties of the position.

## **Frequency and Method of Payment**

This is a monthly paid appointment and salaries are credited to a Bank or Building Society Account on the 11th of each month.

## **Annual Leave**

There is an entitlement of 28 days annual holiday plus Bank Holiday. There are subsequent increases to entitlement to annual holiday according to length of service.

## **Sickness Absence and Pay**

The City of London Corporation has a comprehensive Occupational Sick Pay scheme, details of which can be found in the Employee Handbook which will be made available to you upon commencement.

## **Pension**

You will automatically be admitted to the City of London Corporation's Pension Scheme. Employees contribute between 5.5% and 12.5% of their pensionable pay to the scheme, depending on salary.

If you do not wish to join the Scheme you must make a formal declaration stating you wish to opt out. You may contact the Pensions Office directly should you have any queries relating to the Local Government Pension scheme and your entitlements under this scheme.



### **Continuous Service**

If you join the City of London Corporation without a break in service (subject to certain exceptions) from another body covered by the Redundancy Payments (Local Government) (Modification) Order 1999, your service with that institution will count for the purpose of continuous service. The amount of continuous service which you have will affect your entitlement to certain contractual benefits; for example, annual leave, sick leave and maternity leave. A full explanation of Continuous Service is contained within the Employee Handbook.

### **Probationary Period**

You will be employed initially on a six month probationary period. Should either party wish to terminate the employment during this period, then one week's notice will be required on either side, except for summary termination for gross misconduct.

### **Notice Period**

One month by either party after satisfactory completion of probationary period.

### **Learning and Employee Development**

The City of London provides for financial support and time off for staff to study for appropriate qualifications which relate to their duties or undertaking professional skills update training. There is also an in house programme covering more general training needs.

### **Employee Volunteering Programme**

Through its partnership and regeneration work, the City of London aims to contribute to the social and economic regeneration of the seven boroughs bordering the City: Camden, Hackney, Islington, Lambeth, Tower Hamlets and Westminster. These boroughs contain some of the most deprived neighbourhoods in the country.

The Employee Volunteering Programme, established in 2002 allows staff to volunteer their time, skills, knowledge and expertise to benefit local residents whilst developing their own professional skills. All staff are given the opportunity, subject to line management agreement, to take 2 days of volunteering leave per year to enable them to do this.