



Job Description

Job Title: Student Recruitment Marketing Coordinator
Department: Marketing & Communications
Grade: C
Location: North Wing, Guildhall
Responsible to: Student Recruitment Marketing Manager
Responsible for: n/a

Appointed Candidates Signature:

Please sign and date here upon receiving your offer of employment

I confirm I have read the Job Description below:

Full Name:

Signature Date:

Purpose of Post

To co-ordinate day-to-day marketing activity to promote Guildhall School's Higher Education offer and support the Student Recruitment Marketing Manager in delivery of campaigns and engagement with prospective students through events and digital communications.

Main Duties & Responsibilities

1. Co-ordinate the day-to-day implementation of the School's student recruitment marketing, implementing marketing activity such as advertising, online listings, content creation and mailings to promote the School's Higher Education offer to young people, teachers and parents.
2. Coordinate the School's attendance at student recruitment events such as UCAS fairs, open days and schools events, including booking events, couriers, travel and staffing, and represent the School at these events to engage prospective students.
3. Undertake research into competitor activity as advised by the Student Recruitment Marketing Manager.
4. Co-ordinate day-to-day content for Higher Education on the School's website including the creation of news stories, forms, surveys and pages, proofreading copy as required.



5. Co-ordinate regular email communications for prospective students, including working with departments and students to source content, build emails, download data and monitor analytics to ensure a high level of engagement.
6. Work with the Social Media & Content Manager and Student Recruitment Marketing Manager to discuss, create and schedule content for the School's social media platforms. Attend performances, courses and events to capture content for digital channels.
7. Manage the storage of all photography and video assets for student recruitment, and ensure that any new assets are stored securely, in compliance with data protection law.
8. Support photography shoots on behalf of the Student Recruitment Marketing Manager and support the Social Media & Content Manager with filming shoots as required, ensuring marketing requirements are met.
9. Monitor application numbers, reporting back to the Student Recruitment Marketing Manager on a regular basis, and assist with the evaluation of campaign activity as required.
10. Work with the Access & Participation team to coordinate the Student Ambassador programme, supporting the recruitment and onboarding of new ambassadors, monitoring timesheets and use of UniBuddy.
11. Support the Head of Marketing Campaigns & Content and Student Recruitment Marketing Manager with creation and proofreading of marketing copy and materials, including supporting the production of the School prospectus, ensuring brand and style compliance.
12. Manage orders and stock of merchandise for student recruitment, working with the Designer & Brand Manager to ensure a high level of quality and best value is achieved.
13. Work with the Marketing & Communications Coordinators to ensure racks and poster sites around the School include relevant student recruitment marketing collateral, and input into content for plasma screens in the School's buildings when required.
14. Manage the annual student recruitment planner, ensuring it is kept up-to-date with internal and external events and deadlines.
15. Attend marketing meetings with academic departments, working closely with the Student Recruitment Marketing Manager to support recruitment and promotion activity for programmes as required.



16. Work collaboratively with the Marketing & Communications Coordinators, seeking to cross-promote and raise awareness of the Higher Education offer wherever possible.

Other duties

17. To represent the department at Corporate Affairs events when required, including careers fairs, public events, receptions and performances.

18. 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.

19. 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.

20. To undertake any other duties that may reasonably be requested appropriate to the grade



Person Specification

Job Title: Student Recruitment Marketing Coordinator

Department: Marketing & Communications

Grade: C

Trent Position number:

DBS Criterion:

Standard DBS

Security Vetting Criterion:

No security vetting is required

Politically Restricted Post Criterion:

This post is *not* politically restricted

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.

Professional Qualifications / Relevant Education & Training

- Educated to degree level / or an equivalent level of skills, knowledge and experience (A)

Experience Required

- Good experience in a role undertaking student recruitment, marketing and/or communications activity in an education, performing arts or culture environment (A) (I)
- Experience of writing engaging and informative content for marketing platforms (A) (I)
- Experience of using content management systems (eg. Drupal) and email marketing software (eg. DotDigital) (A) (I)
- Experience of creating, scheduling and posting social media content that is engaging for young people and their parents/carers (A) (I)
- Experience of customer service or in-person audience engagement (A) (I)
- Experience of adhering to a corporate visual identity/brand (A) (I)

Technical Skills & Knowledge

- Good working knowledge of higher education (A) (I)



- Good understanding of and enthusiasm for marketing and communications (A) (I)
- IT proficient including Word, Excel, Powerpoint, Outlook (A) (I)
- Strong data analysis skills (A) (I)
- Excellent written communication skills - with the ability to create engaging, concise and accurate copy (A) (I) (T)
- Excellent oral communication skills with the ability to provide advice and guidance to colleagues on marketing activity (I)
- Good understanding of the needs and expectations of parents, teachers, young people, adult learners and hobbyists interested in the performing arts (A) (I)
- Capable of handling competing deadlines and busy workload (A) (I)
- Highly organised and efficient (A) (I)
- High level of customer service and ability to talk to prospective students and their influencers in an engaging and informative way (A) (I)
- Strong attention to detail (A) (I)

Desirable

- Knowledge of drama, music, including instruments and ensembles and/or production arts (A) (I)
- Knowledge of GDPR and how it applies to the capture and use of marketing data (A) (I)

Other Relevant Information

35 hours per week – Monday to Friday. This position will occasionally require travel to other parts of the UK, and/or occasional Saturday and evening working, for which time off in lieu will be given.

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) and experience. It is essential you address the criterion marked as (A) on your application form in the section for supporting information, this will be the minimum criteria for shortlisting.

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 **£36,900 - £40,850**, including Inner London Weighting, 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 permanent basis.

Hours of Work

Normal hours of work are 9.30am – 5.30pm, being 35 hours per week excluding lunch breaks, Monday-Friday but the postholder 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 24 days annual 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 months' notice 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

The City Corporation, in line with its aims to contribute to a flourishing society, shape outstanding environments and support a thriving economy, offers employees paid special leave time during normal hours to encourage employees to volunteer their time and skills to Volunteer Involving Organisations (VIOs) operating within the Square Mile, London and beyond.

Full-time employees may take up to 2 days or 14 hours per year in which to volunteer, between 1 January and 31 December. For temporary and part time employees these hours are adjusted pro rata. Volunteering time can be taken in smaller bite size e.g. 2 hours a week over 7 weeks, where this can be accommodated by the City Corporation and meets the requirements of the volunteer organisation.