

JOB DESCRIPTION
Student Recruitment and Marketing Officer
Vacancy Ref: A592

Job Title: Student Recruitment and Marketing Officer	Grade: 7
Duration: Indefinite	
Department/College: Faculty Office, Faculty of Arts and Social Sciences	
Directly responsible to: Faculty Manager	
Supervisory responsibility for: N/A	
<p>Other contacts:</p> <ul style="list-style-type: none"> - Internal: Dean, Associate Deans for UG and PG Studies, Faculty Manager and other officers within the Faculty Office; Heads of Department, Departmental Officers, Departmental Admissions Tutors; Faculty Web Manager; officers in the Marketing and External Linkages Division - External: Schools, colleges; current and prospective students, advertising, design and PR agencies 	
<p>The Role:</p> <p>The post holder will be responsible for the development and implementation of the Faculty's marketing and student recruitment strategy. You will provide advice and guidance on undergraduate and postgraduate recruitment issues to staff across the Faculty, including portfolio development using market intelligence. You will manage the gathering and use of data to inform faculty strategy and contribute to decision-making concerning the faculty's recruitment plan and reputation. You will promote and raise awareness of the Arts, Humanities and Social Sciences at Lancaster with key internal and external interest groups by organising on-campus recruitment events and representing the Faculty off-campus.</p>	
<p>Major Duties:</p> <p><u>Recruitment</u></p> <ul style="list-style-type: none"> - Enhance existing/develop new relationships with schools and colleges and other national organisations where appropriate Arts, Humanities and Social Science applicants are to be found. - Develop and organise a range of faculty-level on-campus recruitment events (such as the FASS 6th Form Conference) by liaising with departmental staff and relevant colleagues in the Marketing and External Linkages Division. - Act as the faculty lead for University-wide recruitment events, such as the Visit Days, by liaising with departmental Admissions Tutors and relevant colleagues in the Marketing and External Linkages Division. - Present the study of the arts, humanities and social sciences at Lancaster at appropriate off-campus events, and to visitors, applicants and families on-campus. - Develop the faculty's management information on student recruitment and produce reports for the Dean/Associate Dean for Undergraduate Studies/Associate Dean for Postgraduate Studies to inform the development of faculty policy and to target new recruitment potentials. - Service the faculty's Undergraduate Admissions and Recruitment Committee and co-ordinate the business of this committee in conjunction with the Associate Dean for Undergraduate Studies. <p><u>Marketing</u></p> <ul style="list-style-type: none"> - Take a lead role in developing and implementing the faculty's marketing and student recruitment strategy to support the faculty's strategic objectives with emphasis on developing the use of web, e-marketing and new media aligned with the university's marketing and web strategies. This will 	

involve working with the Dean, Associate Deans, Heads of Department, Faculty IT Manager, Faculty Web Manager and other relevant colleagues.

- Systematically gather market and competitor intelligence and conduct market research, disseminating findings across the faculty.
- Work with the Associate Deans for Undergraduate and Postgraduate Studies and the Faculty Teaching Quality Support Office to offer market intelligence relating to the revision and development of new portfolios of courses.
- Develop a network of relevant marketing contacts within and outside the university and use this network to inform the development of faculty activity.
- Manage the development and market analysis/testing of departmental and faculty-level promotional material for publication via print, web, new media by liaising with departmental staff, Faculty Web Manager and relevant colleagues in the Marketing and External Linkages Division.
- Co-ordinate the faculty's annual entries for the University undergraduate and postgraduate prospectuses.

Other Duties

- Attend the Faculty Undergraduate Studies Committee and Postgraduate Studies Committee where appropriate.
- Service certain sub-committees and ad hoc working groups of the Policy and Resources Committee as determined from time to time by the Faculty Manager.
- To liaise with the Faculty Enterprise Officer relating to other externally related engagement activities.
- To work with colleagues in the Faculty Office to provide an effective, efficient and friendly support service to the constituent departments of the Faculty and the wider University community, including suggesting ways in which this service might be enhanced or improved.
- To undertake professional development, including annual performance and development review, and any other duties required by the Faculty Manager or the Dean of Faculty as appropriate.