

**JOB DESCRIPTION**  
**Marketing and Recruitment Officer**  
**Vacancy Ref: N902**

<b>Job Title:</b> Marketing and Recruitment Officer	<b>Present Grade:</b> 6S
<b>Department/College:</b> LUMS International Office	
<b>Directly responsible to:</b> Head of LUMS International Office	
<b>Supervisory responsibility for:</b> MBA admissions officer	
<b>Other contacts</b>	
<p><b>Internal:</b>  MBA and MSc Management Programme teams, Faculty Marketing team, Faculty Admissions Officers, Faculty academic and administrative staff, Faculty Careers and Alumni team, University International Office, Other departments within Recruitment, Admissions and International Development (RAID). Other sections in Professional Services e.g. Communications and Marketing, Registry, Finance, Accommodation, International Student Advisory Service, Alumni and Development Office etc.</p> <p><b>External:</b>  Alumni network, Prospective Students, University student recruitment agents and representatives.</p>	
<b>Job Purpose:</b>	
<ul style="list-style-type: none"> <li>• Fixed term post for 2 years measured by increased number of qualified applicants and registered students</li> <li>• To support and implement marketing and recruitment activities - including both digital and virtual activity, and increase the number of well qualified students wishing to study Lancaster MBA and MSc Management</li> <li>• To represent Lancaster University externally to raise its profile in order to achieve recruitment targets</li> </ul>	
<b>Major Duties</b>	
<b>Marketing</b>	
<ul style="list-style-type: none"> <li>• Working closely with the LUMS Marketing manager, develop and produce relevant publicity materials with the focus on the unique selling points of study the Lancaster MBA and MSc Management capturing success stories and ongoing news items</li> <li>• Working with LUMS web manager and the relevant programme directors and managers, take responsibility for contributing to the MSc Management and Full-time MBA programme web pages. This may involve reshaping the website structures and developing new content within the University web content management system.</li> <li>• Work closely with programme directors and managers, and with the LUMS marketing team, to engage with potential applicants and offer holders via social media channels – Linked in, Facebook, etc.</li> <li>• Work with the LUMS Marketing Manager to suggest and implement advertising campaigns in support of recruitment activities with the focus on MSc Management</li> </ul>	
<b>Recruitment</b>	
<ul style="list-style-type: none"> <li>• Working closely with a wide range of LUMS Professional services such as Careers and Alumni colleagues, Marketing and web development team, PG admissions team and MBA and MSc Management programme teams, develop an applicant engagement strategy to convert applicants to registered students</li> <li>• Work closely with the LUMS and Central International Office to maximize potential of following up leads collected at overseas recruitment events</li> <li>• Develop a conversion strategy (conversion from an offer holder to a registered student) for the two programmes utilising the i Lancaster app and other relevant sources of information for applicants such as current student ambassadors and alumni networks</li> <li>• Plan and deliver on-campus and virtual recruitment events to enhance student; this will include giving presentations to key target groups and influencers</li> <li>• Participate in recruitment events both in the UK and overseas</li> </ul>	
<p><b>This post will include some overseas and UK travel for periods of up to 10 days at a time. The peak periods for travel within the team are from late September to December and from January to May.</b></p>	