

JOB DESCRIPTION
Departmental Recruitment, Conversion and Marketing Coordinator,
Vacancy Ref: N1278

Job Title: Departmental Recruitment, Conversion and Marketing Coordinator	Present Grade: 5
Department/College: School of Computing and Communications (SCC)	
Directly responsible to: Senior Student Recruitment and Outreach Manager	
Supervisory responsibility for: n/a	
Other contacts	
<p>Internal: Departmental undergraduate (UG) and postgraduate (PG) admissions directors; Head of Department; all academic and support staff in the specified department, student recruitment and outreach officer; student helpers; colleagues in central and faculty marketing and recruitment team; schools' liaison representatives; careers service</p> <p>External: Prospective students, parents/guardians, advertising agencies, schools and service providers for outreach activities, representatives of external suppliers, and contacts in other HEIs.</p>	
Major Duties:	
<p>To provide a high standard of support for all aspects of the departments' student recruitment, conversion and marketing activity. This role is a one year fixed term full time position covering a secondment. Duties will include:</p> <ul style="list-style-type: none"> • Support the department in developing creative and cost effective activities and projects to raise the profile of the department and encourage students to apply for and study both UG and PG courses at Lancaster University. • Under the direction of the departmental UG admissions director, PG admissions director and line manager, develop a programme of activities and events to facilitate the recruitment of both UG and PG students as prioritised by the department. • Liaising with departmental colleagues in the organisation of departmental applicant visit days and the department's contribution to University-wide open days. • Liaise and build strong sustainable links with key school contacts, teachers, departmental and wider university colleagues to raise awareness of courses and subject. • To provide support for in-house recruitment events ensuring all logistical arrangements, including room and accommodation bookings, hospitality and travel arrangements are in place. Liaising with the department's safety officer to ensure safety/insurance related issues are in place. • To provide accurate information, advice and guidance to prospective undergraduate and postgraduate students about courses in the department and the UCAS process. • Support external marketing activities at schools, other external organisations and HE recruitment events. This includes attending the event(s) if required. • To support the departmental website and social media sites within the department and ensure they are updated at regular intervals liaising with Faculty support as required. • To act as secretary for any relevant departmental committees, working closely with the Chair to ensure the effective running of the committee and the follow up of agreed actions. • Collate, organise and prepare suitable material to be used in departmental recruitment marketing including print and digital, working closely with relevant academic staff; coordinate and review departmental literature, including monitoring its use and impact, and develop strategies for improvement. • Liaise with artwork designers, photographers and printers as required to ensure high quality publications are produced. • Managing any associated student staff, relating to recruitment activities. • Exploring opportunities to apply for funds to support marketing and recruitment activities. • Any other duties appropriate to the role, as required by the line manager. 	