



**Birkbeck**  
UNIVERSITY OF LONDON

# JOB DESCRIPTION AND PERSON SPECIFICATION

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# JOB DESCRIPTION

**Job title:** Marketing and Recruitment Officer

**Faculty/department:** Marketing & External Relations

**Reports to:** Marketing and Recruitment Manager

**Responsible for:** No line management responsibilities

**Grade:** 5

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## PURPOSE OF THE JOB

The post-holder will play a critical role in marketing Birkbeck's unique proposition to support the university in meeting our student recruitment targets. You will have experience of supporting marketing and student recruitment activities across the customer journey; from prospect management through to successful enrolment.

This role will work to increase recruitment to our degree provision with young people and mature learners alike. Working with our academic schools, the post-holder will provide a service of tailored marketing activities and tactics.

At the core of this is the planning, co-ordinating and delivery of the marketing activity to support recruitment for our academic schools. Securing the future of Birkbeck's undergraduate recruitment targets is critical. Achieving this outcome in ways that ensure the College's powerful commitment to social mobility, widening access and removing the barriers to success for non-traditional learners is paramount.

We are committed to ensuring that our students thrive at university by having a series of activities, events and interventions in place from the very first contact, that work to both recruit and convert students. The role will also support the development of an effective online pre-entry presence that gives prospective students an informative online experience to complement the face-to-face events.

The post-holder's main role will be to promote Birkbeck in order to increase the number of applications to the College's courses. This will include the planning and coordination of marketing and communications activities, through relevant channels, as well as external agencies.

Through working with colleagues in the academic faculties and schools you will devise marketing activities that lead to increased progression rates to Birkbeck. The post-holder will input into planning and will be responsible for devising, implementing and evaluating activities that achieve these goals.

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## MAIN DUTIES

<b>Duties and indicative time</b>	<b>%</b>
<b>Core Marketing and Recruitment activity</b>	<b>65</b>
To support the delivery of the Marketing and Recruitment strategy and to meet the targets and milestones contained in the College's recruitment plan.	15
To provide a marketing service to the academic school(s) in line with our service level agreements; developing, implementing and assessing tactical omnichannel marketing plans, aligned with the school's marketing requirements (undergraduate and postgraduate).	15
To plan and coordinate the delivery of a range of marketing campaigns and activities, including CRM and social media, that will attract a larger number and broader range of appropriate applicants to the courses offered by Birkbeck. This will involve analysis of application statistics and other research, and will lead to increases in the number of applications and increases in the conversion rate of applications to acceptances and enrolments.	10
To write, re-write and edit content for the prospective student website, and produce and evaluate content for social and digital channels; including conversion marketing activities.	5
To proactively develop new and effective approaches to marketing and publicity in order to maximise competitive advantage. To include relevant use of new technologies, e.g. social media channels, subject webinars and online tasters. Includes liaison with the Communications and Social Media Team to identify and develop subject-focused content for use on social media and digital marketing channels.	7
To support marketing and recruitment events, including attending UCAS fairs and recruitment events in London and the UK (where relevant) to raise the profile of the Birkbeck.	5
To organise and consult with faculties and schools across the University to provide consultative, responsive and tailored support for specific marketing and recruitment activities.	5
To raise the College's profile and ensure cross-College working to increase undergraduate applications.	3
<b>Events and workshops</b>	<b>10</b>
To support and attend recruitment events such as open evenings, campus tours and other related events.	5
To support and undertake a range of recruitment events and activities with schools and colleges on and off campus, including presentations to students and their parents, to whole year and tutor groups, to promote both Higher Education	5

in general, and the College in particular student financial support presentations, course information and student choice training sessions on HE issues for teachers and careers advisors.	
<b>Relationship building</b>	<b>15</b>
To work closely with academic staff in Schools to develop an understanding of their aims and ambitions for recruitment to their programmes and use this understanding to engage the Schools in relevant activities and partnership work.	5
To work closely with the Marketing and Recruitment Manager and the Marketing Officers to devise a CRM plan and campaigns, using the full marketing mix, targeting students from the point of enquiry through to enrolment with a clear focus on conversion targets.	7
To work closely with Professional Services to ensure information relating to Registry and admissions, student finance and student support is readily understood and communicated clearly to partners and prospective students.	3
<b>Research and evaluation</b>	<b>5</b>
To evaluate the impact of campaigns and interventions and provide regular reports on activity to inform future practice and the team's strategic planning. This includes providing regular reports to the academic schools, to ensure insights can be acted upon in a proactive way.	3
To stay abreast of developments, trends and issues regarding student recruitment marketing, and communicate and disseminate this information to the team, the wider College and external partners.	2
<b>Budgets and planning</b>	<b>5</b>
To ensure that all activities deliver value for money and are completed on time and to budget, thus ensuring cost effectiveness is delivered in all areas of work.	3
To write proposals and produce costings relating to the development of new work.	2

*Please note that this job description reflects the core activities of the role and as the College and the post holder develops there will inevitably be changes in the emphasis of duties. It is expected that the post holder will recognise this and adopt a flexible approach to work and to participate in training.*

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## **WORKING RELATIONSHIPS AND CONTACTS**

- The post holder will work closely with the Marketing and Recruitment Manager to develop, deliver and monitor the team's strand of the Marketing and External Relations Strategy.
- The post-holder will work closely with the other members of the Marketing and Recruitment team.

- The post-holder will also work closely with the senior officers in Marketing and External Relations.
- You will also have effective relationships with key people based in the academic Schools and other parts of professional services.

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#### **GENERAL RESPONSIBILITIES – Universal to all Birkbeck roles**

- To adhere to the College's Equal Opportunities policy in all activities, and to actively promote equality of opportunity wherever possible.
- To be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at Work Act (1974) and relevant EC directives.
- To work in accordance with Birkbeck's data protection policies, and relevant current data protection legislation.
- To undertake such other duties as may be reasonably expected.

# PERSON SPECIFICATION

Candidates will be able to demonstrate the following:

<b>KNOWLEDGE</b>	<b>E or D</b>
Excellent understanding of undergraduate and postgraduate student recruitment issues and practice in the Higher Education Sector in the UK, including the UCAS application process and the recruitment cycle.	E
Excellent understanding of requirements for delivering effective marketing communications (digital, social and in print).	E
Knowledge of social media platforms and how to use and evaluate them effectively and an understanding of current trends.	E
Understanding of the current agenda and policies relating to the HE sectors.	D
Understanding of the Student financial support offered by the government.	D
<b>TECHNICAL AND/OR WORK-BASED SKILLS</b>	
Ability to deliver presentations, conveying complex messages to a wide variety of audiences.	E
High proficiency in the use of Microsoft Office applications; experience of using databases.	E
Experience of working with the public in challenging situations.	E
Basic knowledge of graphic design programmes, such as a Photoshop.	D
Budget management and administration.	D
<b>GENERAL SKILLS AND ATTRIBUTES</b>	
Strong interpersonal communication skills and the ability to: <ul style="list-style-type: none"> <li>- build and maintain relationships with partner organisations</li> <li>- handle a wide range of internal and external contacts tactfully and persuasively</li> <li>- gather accurate and timely information from colleagues and external agencies</li> <li>- work collaboratively and supportively as part of the team, across the college.</li> </ul>	E
Demonstrate sound judgement and understanding, with the ability to: <ul style="list-style-type: none"> <li>- think creatively within resource and time constraints</li> </ul>	E

<ul style="list-style-type: none"> <li>- work independently and take the initiative</li> <li>- identify and lead on potential new areas of work and work with the team to develop project plans</li> <li>- perform under pressure in a demanding professional environment</li> </ul>	
<p>Excellent time management, administrative and organisational skills, with a proven ability to:</p> <ul style="list-style-type: none"> <li>- plan, organise and prioritise own workload (often to tight deadlines)</li> <li>- balance short-term, reactive asks with longer term development of strategies</li> <li>- excellent writing skills, in order to write informative reports but also communicate with external partners and prospective students</li> </ul>	E
A commercial mind-set and a passion for trying to understand what drives university applicants.	D
Naturally creative and comfortable with social media and digital marketing practices.	D
<b>EXPERIENCE</b>	
Experience working in a marketing role, in a busy environment.	E
Experience of using a CRM system and associated best practice.	E
Experience of relating and responding to the needs of a wide variety of stakeholders (students and staff).	E
Experience of planning and organising events (internally and externally).	E
Experience of project management.	E
Experience of updating websites and working with content management systems /HTML.	D
Experience in conducting qualitative and quantitative research.	D
<b>QUALIFICATIONS</b>	
Degree level education or equivalent.	E
Professional marketing qualification (CIM or other).	D

*E = Essential / D = Desirable*

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## FURTHER INFORMATION

**Salary:**

£32,962 rising to £37,143 per annum.

The salary, Grade 5, on the College's London pay scale, includes a consolidated weighting/allowance, that applies only to staff whose normal contractual place of work is in the Greater London area.

**Hours:**

35 hours per week (1 FTE)

**Probation period:**

6 months

**Duration of post:**

Fixed-term – 12 months

**Reason for fixed-term contract:** Maternity cover

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### HOW TO APPLY

**Closing date:**

11.59 PM on 5 June 2024.

**Interview arrangements:**

Interview date on 12 June 2024.

The selection process will involve:

- A panel interview
- A task: Candidates will be deliver a presentation

**Start date:**

To be confirmed following interview.

To apply for this position please go to our online [recruitment portal](#).

Please ensure your application includes full details of your employment history, education and qualifications, and recent development. For some roles, this will be collected in the application form, for others you will be asked to include this in a professional CV, which can be uploaded.

If you would like to know more about the role, please contact Krishna Tirbhowan, Marketing and Recruitment Manager, at [k.tirbhowan@bbk.ac.uk](mailto:k.tirbhowan@bbk.ac.uk)

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### RIGHT TO WORK IN THE UK

This post is not eligible for sponsorship. Successful applicants will need to demonstrate their right to work in the UK via another means.



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## **HELP AND ASSISTANCE**

If you are having difficulties accessing the recruitment portal, please email [jobs@bbk.ac.uk](mailto:jobs@bbk.ac.uk).

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## **OUR COMMITMENT TO EQUALITY AND DIVERSITY**

The College is committed to providing the highest quality academic and working environment where all staff, students, visitors and contractors are welcomed respected and treated in a fair, consistent and non-discriminatory manner. The College is proud of its diversity and welcomes applications from all sections of the community. No one will be treated unfairly because of their sex, race, disability, sexual orientation, age, religion or belief, carer status, political belief, pregnancy/maternity, social class, gender identity or marital/civil partnership.

Birkbeck is a member of the 'positive about disability' Disability Confident scheme and will interview all candidates who both declare a disability within the meaning of the Equality Act 2010 and meet the minimum essential criteria for the post, subject to any limits on the overall number of interviews.

Birkbeck is a member of Advance HE, holds an institutional Bronze level Athena SWAN award, is a Mindful Employers Charter signatory and subscribes to Stonewall's Diversity Champions.