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| **Job Description & Person Specification** | |
| **Post title:** School Marketing and Recruitment Officer (Nottingham Business School) | **Post No:** **XXXXX** |
| **School or Department:** CAMS: Communications, Alumni Relations, Marketing and Student Recruitment | **Date created:** March 2025 |
| **Grade:** G | **Hours per week:** 37 |
| **Fixed term end date** (if applicable)**:** | |
| **Other requirements of the role:** | |
| **Immediate line manager:** Marketing Manager (Postgraduate and Executive Education, NBS) | |
| **Title & Grade of posts line managed by post holder:** | |

**Job purpose:**

To support the operational delivery of Nottingham Business School’s marketing and recruitment plan and associated campaigns across student recruitment (with a particular focus on MBA programmes but also supporting postgraduate Masters and Executive Education). The role will act as the first point of contact to attract and recruit high-quality students.

As part of the CAMS team, the post holder reports to the Marketing Manager (Postgraduate and Executive Education). Key relationships will include academics in the School (Head of Postgraduate and Executive Education, MBA Director, Course Leaders), the International Development Office (IDO) and Admissions.

**Principal duties and responsibilities:**

1. Work closely with the Marketing Manager (Postgraduate and Executive Education), to implement marketing and recruitment activity to achieve student recruitment objectives across UK and international markets for MBA programmes, postgraduate taught Masters, and the Executive Education portfolio.
2. Deliver a personalised recruitment experience as the primary point of contact for potential applicants, guiding them from first contact through to enrolment – including interviews/bookable appointments with potential MBA candidates to determine their suitability and to encourage conversion. This will be across a range of communication platforms including, but not limited to: telephone, email, social media, web, and face-to-face.
3. Manage enquiries from applicants, prospects and staff, working closely with the IDO and Admissions to improve processes and deliver an excellent level of customer service internally and externally.
4. The role will include an international aspect and require the role holder to occasionally travel overseas to international recruitment fairs and events. It involves planning, administration, and execution, working closely with internal teams and external stakeholders to ensure seamless logistics, strong representation, and a customer-focused experience. Managing pre- and post-event communications, and CRM lead tracking is essential to assess event impact and enhance the applicant journey.
5. Arrange and deliver information sessions for potential applicants, which could include in-person and virtual open days, webinars and masterclasses.
6. Support the delivery of a sector-leading communications experience for MBA, Masters, and Executive Education enquirers and applicants through the effective showcasing of School content on the website, CRM, direct mail, social media, events and personalised recruitment activity. Ensure CRM plans align with central communications to UK and international audiences for a seamless customer journey.
7. Support and represent the School at recruitment and business development events as required, working closely with the School Marketing team, Events team, IDO and Nottingham Business School colleagues to ensure all events are delivered to the highest professional standards and achieve desired marketing outcomes.
8. Support the delivery of a broad range of marketing activity (e.g. print, web, digital, social media, events) to meet recruitment priorities, ensuring the content is timely, engaging, inclusive and relevant to the target market to support annual marketing plans.
9. Work with the Web and Digital content team to optimise website and landing page content for search engines, increasing the School’s visibility to potential students and other key stakeholders.
10. Report back on the performance of all recruitment events and campaigns on a regular basis and use data to refine activity in real time to drive applications and conversions.
11. Use feedback, surveys and interviews with incoming students to evaluate and improve recruitment and admissions processes.
12. Develop and maintain trust-based working relationships with colleagues across the University which enhance the reputation of the CAMS Department amongst internal and external stakeholders and which garner support for recruitment activities.
13. Represent the University and NBS as required at various internal and external events.

**N.B.** The post holder will be required to support the delivery of events, which may fall outside of core working hours i.e. evenings and weekends. This includes (but is not limited to) National and International Recruitment Fairs, Open Days, Graduation, Enrolment, Confirmation and Clearing, Commercial/Research Events, Student Events, External Events.

The post holder will be required to support the delivery of Marketing campaigns and activity, which may fall outside of core working hours i.e. evenings and weekends. This includes (but is not limited to) telephone campaigns, recruitment activity, recruitment fairs.

The post holder may be required to be available on-call to cover specified out of hours duties or in an emergency situation.

The post holder may be required to undertake any other duties, which may reasonably be required as within the nature of the duties and responsibilities of the post as defined, subject to the proviso that normally any changes of a permanent nature shall be incorporated into the Job Description in specific terms.

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| **Personal Attributes** | | |
| **Attributes** | **Essential** | **Desirable** |

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| **Knowledge** | Knowledge and demonstrated success of current marketing theory and practice across a range of marketing disciplines (market research and analysis, strategy development and marketing communications).  Knowledge and demonstrated success in relation to all areas of marketing communications, particularly publications, web, new media (including digital and social media forms), CRM and advertising.  A sound understanding of digital marketing including organic, paid search, paid social, and use of new digital technologies | Knowledge of HE sector. |
| **Skills** | Excellent interpersonal skills, with strong communication skills (written and verbal).  Ability to communicate and influence at different levels with internal and external customers.  Ability to implement consistent, inclusive and high impact campaigns across a variety of media.  Strong organisation and project management skills with great attention to detail.  Ability to work autonomously and juggle work priorities with diverse demands and meet deadlines.  Able to work effectively as a team member as required, with a willingness to roll up sleeves and deliver hands-on help as part of a team.  Ability to interpret numeric data and demonstrate investigative research and analytical skills.  An ability to provide a customer-focused service to a range of customers. |  |
| **Experience** | A proven track record of planning and implementing marketing, communications and recruitment projects that deliver tangible business results and reputational benefits.  Experience of managing and evaluating effectiveness of a budget.  Experience of delivering internal/external customer facing events.  Experience of using CRM systems for the implementation of marketing campaigns, plans and activity.  Experience of working in a marketing role creating content and assets across print, web and digital.  Experience of implementing multi-channelled digital led marketing campaigns.  Experience of developing creative briefs across a range of media forms (including on and off-line, digital and social media). | Prior experience of marketing, communications or student recruitment in HE  Experience of managing social media channels. |
| **Qualifications** | Educated to degree level or have an equivalent professional qualification or can demonstrate relevant work experience. | Member of the Chartered Institute of Marketing/Professional Diploma in Marketing or equivalent qualification. |

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| **Competencies** | |
| **Essential Competencies** | **Desirable Competencies** |
| **Team Working** **(Level 2)**  Contributes to team development, seeking and testing improvements to the team’s outputs/service.  **External Customer Focus and Insight (Level 4)**  Anticipates needs of customers, seeking evidence of demand from market(s). Translates external demand to internal stakeholders.  **Adaptability (Level 3)**  Embraces and manages change. Seeks opportunities for change. Uses established tools, techniques and methodologies to plan and implement change.  **Internal Relationship Management (Level 3)**  Provides a quality service that is regularly reviewed. Anticipates customer needs. Actively seeks feedback on services from customers and makes appropriate changes to service and to underpinning policy/strategy.  **Making Informed Decisions (Level 2)**  Uses analyses, reports and data to test the validity of options and assess risk before taking decisions. Ensures optimum decisions are taken.  **Organisation and delivery (Level 2)**  Plans time taking account of organisational priorities and other colleagues’ work roles to achieve results.  **Leading and Coaching (Level 2)**  Builds a productive team environment. Delegates appropriate tasks and supports colleagues to deliver better results. Develops and coaches individuals to improve their skills. Takes responsibility for the team and manages performance. |  |

**[N.B** All competencies should be drawn from the NTU Competency Framework,which can be found here]

**Job Description and Person Specification created by: Associate Director of Brand and Marketing**