

JOB DESCRIPTION

Job Title: Senior Events and Marketing Officer.

Grade: SG6.

Department: Faculty of Education, Health and Human Sciences.

Responsible to: Faculty Marketing and Recruitment Manager.

Responsible for: Events and Marketing Assistant, student ambassadors and other fixed term resource.

Key Contacts: FOO, Deputy Dean, Head of Business Operations, Heads/Deputy Heads of Schools, academic, administrative, and technical staff, Marketing and External Relations (MER), directorate colleagues, students, visitors and external contacts and partners.

Standard Occupational Classification (SoC code):

Non-Contractual Nature of Role Profile: This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the university and the requirements of the job.

PURPOSE OF ROLE

- The purpose of the role is to provide a focal point for the management of student recruitment and broader external events for the Faculty of Education, Health and Human Sciences.
- The role-holder is responsible for the management of the events, including the planning, delivery, evaluation, and reporting, of relevant events. This may include, but is not limited to, undergraduate and postgraduate open days, offer-holder days, and outreach events.
- The role-holder will work closely with the Faculty Marketing and Recruitment Manager and in partnership with other teams in the faculty and wider university to deliver successful events and to support ways to improve efficiencies and effectiveness in output delivery.
- The role-holder will support the co-ordination of the faculty's Clearing operations.
- The role-holder will be expected to gain a good understanding of digital communications, project management skills and be able to manage and deliver numerous projects and events.
- The role-holder will be expected to work flexibly across different campuses and in the evening and at weekends, to ensure that the FEHHS Marketing and Recruitment Team delivers the required level of service.

KEY ACCOUNTABILITIES

Team Specific:

- To manage, administer and organise events for FEHHS in consultation with contacts within the university at all levels and in liaison with a range of stakeholders outside the university.
- To lead on the continuous improvement of events by regularly reviewing and evaluating processes according to feedback and other metrics.
- To contribute to the development, implementation, and evaluation of student recruitment events and outreach activities for FEHHS based on recruitment data, metrics and insights.
- To have effective communication skills - both verbal and written - to ensure that impactful partnerships are forged and maintained using appropriate communication which is understood by all parties.
- To support and co-ordinate the Clearing activities needed by the faculty, working alongside the FEHHS Marketing and Recruitment Manager and the Head of Business Operations.
- To motivate, be flexible and supportive of team members at the same time as setting performance expectations and monitoring and addressing performance.
- To advise the FEHHS Marketing and Recruitment Manager on project outcomes, trends, and changes observed in the student recruitment sector or wider events sector, which may have more significant implications and carry out associated tasks, such as the scanning of competitors.
- To line manage the Events and Marketing Assistant, student ambassadors and other related fixed-term resource.
- To manage the resources and materials budget for physical, virtual and hybrid events.
- To be responsible for the procurement, stock control and dissemination of merchandise for the purposes of all events and promotional activity.
- To deputise for the FEHHS Marketing and Recruitment Manager as appropriate.
- Any other duties required which are appropriate to the grade of the post.

Generic:

- To work closely with the Marketing and External Relations Directorate, faculty and school administrative teams to ensure that recruitment and outreach events/activities and marketing are delivered to a professional standard.
- To liaise with academics and the Education Support Unit (ESU) lead on the annual programme of activity for outreach events.
- To manage the preparation of event materials including event dressing, banners and signage, working with the university's Content Team and other external suppliers.
- To speak at recruitment events to represent the faculty and the university.
- To act as a brand guardian adhering to the corporate brand and style guidelines across all content and media channels.

Managing Self:

- Excellent written and oral communication skills.
- Excellent influencing skills and the ability to communicate with credibility, tact, and diplomacy both internally and externally.
- Self-motivated with the ability to work under pressure during peak periods.
- Team-focused, providing support to colleagues and activities as required.
- Develop and maintain positive relationships with a range of stakeholders.

- Responsible for maintaining own continuous development.
- Respond to queries in a timely manner.
- Maintain confidentiality at all times.

Core Requirements:

- Adhere to and promote the university's policies on Equality, Diversity and Inclusion and Information Security.
- Ensure compliance with Health & Safety and Data Protection Legislation.
- Support and promote the university's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible.
- Adhere to current legal requirements and best practice relating to digital content and accessibility, including Web Content Accessibility Guidelines when creating digital content.

Additional Requirements:

Undertake any other duties as requested by the line manager or appropriate senior manager, commensurate with the grade.

This is a professional, demanding role within a complex organisation with an ambitious strategic plan and agenda for change. The role holder will be expected to show flexibility in working arrangements, including working hours, to ensure that the FEHHS Marketing and Recruitment Team delivers the required level of service.

KEY PERFORMANCE INDICATORS:

- Self-managing the successful organisation and delivery of events which meet customer's recruitments and expectations.
- Attendance levels at events.
- Increased conversion resulting from recruitment event attendance.
- Delegate feedback from events.
- Effective financial monitoring and reporting of events.

KEY RELATIONSHIPS (Internal and External):

- Faculty Marketing and Recruitment Manager and FEHHS Marketing Team.
- Head of Business Operations.
- Faculty Operating Officer.
- Deputy Dean.
- Marketing and External Relations Directorate (MER).
- FEHHS Professional Services Team.
- Facilities Management and Timetabling teams.
- Heads and Deputy Heads of Schools.
- Academic and professional services colleagues in the faculty and university.
- Colleagues within faculties with marketing and events responsibilities.
- Prospective students.
- External visitors for faculty events.
- External suppliers.

PERSON SPECIFICATION

EXPERIENCE:

Essential Criteria

- Experience in running successful events.
- Knowledge of the principles of student recruitment and the applicant journey to Higher Education in the UK.
- Working without supervision and making decisions, where these may have a significant impact.
- Experience of planning and prioritising work to meet demanding deadlines.
- Experience reviewing projects/events/activity and recommending improvements.
- Experience of providing direction to others during events.
- Experience of Microsoft Office packages particularly Excel.
- Experience of working with senior staff.

Desirable Criteria

- Experience of working with schools and colleges within the HE sector.
- Experience of producing promotional content (eg. using Canva).
- Experience of using computerised management information systems and technology to improve recruitment processes and manage events.
- Experience of providing advice about university courses at open days and/or careers fairs.
- Experience contributing to a communication plan to invite visitors to events.
- Experience of budget management.

SKILLS:

Essential Criteria

- Excellent customer care skills.
- Excellent team working skills.
- Excellent organisational skills.
- Strong project management skills to plan and organise resources appropriately, especially in the context of events organisation.
- Ability to work on own initiative.
- Ability to work accurately and effectively under pressure.
- Good presentation skills.
- Creative, proactive and at ease being empowered.
- Good problem solving and decision-making skills.
- Using cultural competence to inform cross-cultural working, communication and problem solving.

Desirable Criteria

- Delivery of events in a Higher Education institution.
- Experience using a computerised customer relationship management (CRM) system to manage events, communicate with prospective students and record recruitment/outreach activity.
- Strong data analysis and evaluation skills.

QUALIFICATIONS:**Essential Criteria**

- Degree or equivalent experience.

Desirable Criteria

- N/A.

PERSONAL ATTRIBUTES:**Essential Criteria**

- We are looking for people who can help us deliver the [values](#) of the University of Greenwich: Inclusive, Collaborative and Impactful.

Desirable Criteria

- N/A.