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| **University of St Andrews**  **Admissions**  **Marketing and Events Officer – AD2024RH**  **Further Particulars for Applicants** |

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| **Admissions** |

The Admissions team at the University of St Andrews comprises of around 50 staff to provide professional marketing, digital marketing, outreach and access, and student recruitment and admissions services to identify and attract the most academically talented students from across Scotland, the rest of the UK, Europe and wider overseas.

The core business of the Admissions team is to ensure that good quality information, advice and guidance is provided to prospective students, applicants, entrants and their influencers, in Home and Overseas markets at undergraduate and postgraduate levels. The Admissions team works to attract, select, convert and admit the academically brightest students from a diverse range of backgrounds in line with our Admissions policy. The Admissions team also supports academic Schools with marketing and the management of applications, offers and admissions.

Our student body is made up of students from Scotland, the rest of UK and Overseas including Europe with over 40 per cent of our student population coming from outside the UK/EU represented by over 130 different nationalities. One of the key aspects of the position is to attract the most academically capable students from a wide range of cultural and socio-economic backgrounds throughout Scotland, the UK and the rest of the world. The University is committed to the principles of educational opportunity, increasing diversity and equal opportunities resulting in a diverse student community and a more rewarding educational experience for all at St Andrews.

The team prides itself on being agile, creative, outward looking and recruitment focused, developing strong strategic relationships externally with leading high schools, institutions and organisations, and internally with academic Schools, Business Transformation, Careers, CEED, Corporate Communications, Alumni Relations & Development, Education and Student Experience, Estates, Finance, Global Office, Human Resources, IT Services, Legal, Museums, Music Centre, Organisational Staff Development Service, Planning, Procurement, Research and Innovation Services, Residential and Business Services, Registry, Saints Sport, St Leonard’s Postgraduate College, Student Services, the Byre Theatre and University Libraries. These excellent relationships aim to continually support and enhance the experience for prospective students and applicants from their first point of contact with the University and throughout the admissions process. All members of Admissions are encouraged to think creatively to seek solutions for improved customer service and management of the services they deliver.

The marketing portfolio, which this role sits within, is a core part of the wider Admissions team. A dynamic and fast-paced team, the marketing team is tasked with:

* Delivering diverse, multi-channel campaigns to attract the best and brightest students from around the globe using cloud-based CRM systems.
* Leading on content creation for promotion and recruitment across undergraduate and postgraduate programmes, digital education, and short courses.
* Supporting communication with applicants throughout the prospective student journey, contributing to the end-to-end applicant experience.
* Producing high quality market research to inform programme development, content creation, and campaign development.
* Developing, in collaboration with student recruitment colleagues also in the Admissions team, visitor experience (both virtual and in-person) and delivering flagship events, such as visiting days.

**The job description for this role is attached below.**

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| **Job Description** |

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| Job Title: Marketing and Events Officer  School/Unit: Admissions  Reporting to: Assistant Director of Admissions (Recruitment Marketing)  Job Family: Managerial, Specialist & Administrative | Working Hours: Full time / 36.25 per week  Grade/Salary Range: Grade 5 / £30,487 – £36,024 per annum  Reference No: AD2024RH  Start Date: As soon as possible |

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| **Main Purpose of Role** |

The marketing portfolio is going through a period of growth to help support the delivery of some of the Universities strategic objectives. The position of Marketing and Events Officer is an exciting role which will be an integral part of the team, creating, implementing and measuring the impact of creative marketing campaigns which help us achieve admissions targets. This role sits in the Marketing portfolio within Admissions and will play a critical part in delivering highly engaging, student-centric marketing campaigns to meet key targets.

The postholder will help deliver the Admissions team’s objectives across undergraduate, postgraduate, and postgraduate online recruitment targets both for the UK and international markets.

This is a role for someone with a creative mind, who can help bring the stories of our students, staff and research to life in new, interesting and energetic ways.

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| **Key Duties and Responsibilities** |

1. Coordinate multi-channel marketing campaigns from inception to execution, reviewing and reporting against KPIs throughout.
2. Ensure campaigns are led by data, actively work towards agreed KPIs, and reflect our brand and purpose.
3. Create valuable, exciting, and impactful content across multiple medias. Working with students, colleagues, alumni, and partners, create assets which tell the St Andrews story, demonstrate value, encourage positive interactions and strengthen our brand.
4. Under the direction of the leadership team and recruitment colleagues, coordinate the cycle of recruitment and conversion (in-person and virtual) events including planning, internal and external enquiry management, stakeholder management, event logistics, execution, event debriefs and post-event follow-ups.
5. Work with colleagues in Marketing, other teams within Admissions, and academic Schools to implement School- and programme-specific communications and recruitment strategies.
6. Working with other marketing colleagues, take ownership of a social media calendar to map out paid and organic activity, implementing this throughout the year.
7. Take the lead on our relationships with third-party advertising partnerships, coordinating annual plans and tracking ROI to maximise impact.
8. Maintain and improve University and programme information on external websites.
9. Support in the implementation of an internal communications strategy to ensure Admissions colleagues and other professional service functions are aware of marketing and event activity being undertaken by Admissions.
10. Co-develop and take day-to-day ownership of a central repository of marketing guidelines, creative assets and publications for use by Admissions colleagues. Take responsibility for developing an annual review schedule and actioning this.
11. Ensure that data being used in campaigns is accurate and appropriate.
12. Support colleagues in Admissions, Corporate Communications, and academic Schools to ensure that all published information is correct, informative, and relevant to its audience.
13. Use digital analytics, application and advertising performance statistics, CRM and other sources of data to demonstrate the impact of campaigns and content, and to inform future marketing activities.
14. Be accountable for a proportion of the budget spent on marketing and for effective use of budget in campaigns.
15. Undertake (and support colleagues undertaking) market research and testing projects.
16. Support the implementation of new technology and approaches to enable colleagues to maximise the impact of Admissions’ work around the world.
17. Continue to develop, alongside system owners and leadership, the Admissions CRM system to maximise efficiencies and explore new use cases.
18. Provide support to the Assistant Director of Admissions (Recruitment Marketing), Director of Admissions, and other members of the Leadership team, as required.
19. Uphold the University’s brand and visual identity and support colleagues in best practice

***Special Requirements:***

*The post holder may be expected to work outside of normal hours, occasionally on weekends, and must have a flexible approach to working patterns.*

*Please note that this job description is not exhaustive, and the role holder may be required to undertake other relevant duties commensurate with the grading of the post. Activities may be subject to amendment over time as the role develops and/or priorities and requirements evolve*.

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| **Person Specification** |

This section details the attributes e.g. skills, knowledge/qualifications and competencies which are required in order to undertake the full remit of this post.

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| **Attributes** | **Essential** | **Desirable** | **Means of Assessment**  (i.e. application form, interview, test, presentation etc) |
| Education & Qualifications  (*technical, professional, academic qualifications and training required)* | An undergraduate degree or equivalent work experience.  At least two years working in a marketing role. | A professional marketing qualification. | Application Form/Interview |
| Experience & Knowledge  (*examples of specific experience and knowledge sought*) | Experience in a fast-paced digital marketing environment, including campaign design, delivery, and success measurement across various platforms.  Demonstrated innovation in content creation and digital marketing/media strategies.  Skilled in content planning and creation across diverse media and formats.  Proven track record in executing marketing campaigns, with a deep understanding of campaign stages and the significance of KPI-based outcome reporting.  Expertise in digital campaign management and analytics, including data collection, reporting, and analysis.  Proficient in using social media as an effective marketing tool.  Strong team player with a history of close collaboration.  Ability to build relationships across different geographic and cultural contexts.  High-level communication skills, including verbal, presentational, and written forms, along with literacy and numeracy.  Experience in organising marketing events. | Previous experience of international marketing activities.  Experience of working with a Customer Relationship  Management (CRM) System.  Experience of working within budget constraints.  Experience of working within project management structures.  Understanding of and experience using web analytics from third party sources.  Experience using social messaging or alternative communication technologies.  Experience conducting market research and testing.  Good knowledge of a range of international markets. | Application Form/Interview  Presentation at Interview |
| Competencies & Skills  (*e.g. effective communication skills, initiative, flexibility, leadership etc*) | Strong prioritisation skills and demonstrated organisational abilities.  Superior customer service skills with an excellent ability to unify internal and external stakeholders around a common vision for academic programme marketing.  Skilled in building rapport with young people and influencers, whilst understanding culturally sensitive engagement.  Proficient in IT.  Responsive to guidance, proactive in seeking clarity and offering solutions. | Experience, or awareness, of cross-culture marketing, and implicit sensitivities  Experience in reporting on campaigns to stakeholder groups  Full UK driving license  Full passport | Application Form/Interview  Presentation at Interview |
| Other Attributes/Abilities  (if applicable) | Some travel will be expected and this requires flexibility, self-motivation and determination to succeed.  A flexible approach to working patterns and a willingness to occasionally work non-standard hours, including evenings and weekends. |  |  |

**Essential Criteria** – requirements without which a candidate would not be able to undertake the full remit of the role. Applicants who have not clearly demonstrated in their application that they possess the essential requirements will normally be rejected at the short-listing stage.

**Desirable Criteria** – requirements which would be useful for the candidate to hold. When short-listing, these criteria will be considered when more than one applicant meets the essential requirements.

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| **How to apply** |

We encourage applicants to apply online at [www.vacancies.st-andrews.ac.uk/welcome.aspx](http://www.vacancies.st-andrews.ac.uk/welcome.aspx).

If you have difficulties in completing the online application form, please call +44 (0)1334 462571 or contact [vacancies@st-andrews.ac.uk](mailto:vacancies@st-andrews.ac.uk) for an application pack.

Applications should consist of the online application form only. Please do not upload CVs or covering letters.

For all applications, please quote ref: AD2024RH

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| **Other Information** |

Equality, diversity and inclusion are at the heart of the St Andrews experience. We strive to create a fair and inclusive culture demonstrated through our commitment to diversity awards (Athena Swan, Carer Positive, LGBT Charter, Race Charters and Stonewall). We celebrate diversity by promoting profiles of BAME, LGBTIQ+ staff and supporting networks including the Staff BAME Network; Staff with Disabilities Network; Staff LGBTIQ+ Network; and the Staff Parents & Carers Network. Full details available online: <https://www.st-andrews.ac.uk/hr/edi/>

**This role is not eligible for visa sponsorship.  Information on other visa options is available at** [**https://www.gov.uk/check-uk-visa**](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gov.uk%2Fcheck-uk-visa&data=05%7C02%7Csg43%40st-andrews.ac.uk%7C31e2f8df27ad4a2b1c9108dc17679b22%7Cf85626cb0da849d3aa5864ef678ef01a%7C0%7C0%7C638410980956029352%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=AS%2Bdaq%2FoG5TSOgDwuaYPu83o%2FW33AC23sUfe6f0HQpk%3D&reserved=0) **or by contacting our HR Immigration Team on** [**hrimmigration@st-andrews.ac.uk**](mailto:hrimmigration@st-andrews.ac.uk)**.**

The University is committed to equality of opportunity.

The University of St Andrews is a charity registered in Scotland (No SC013532).

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| **Obligations as an Employee** |

You have a duty to carry out your work in a safe manner in order not to endanger yourself or anyone else by your acts or omissions.

You are required to comply with the University health and safety policy as it relates to your work activities, and to take appropriate action in case of an emergency.

You are required to undertake the Information Security Essentials computer-based training course and adhere to its principles alongside related University Policy and Regulations.

You are responsible for applying the University’s equality and diversity policies and principles in your own area of responsibility and in your general conduct.

You have a responsibility to promote high levels of customer care within your own area of work/activities.

You should be adaptable to change, and be willing to acquire new skills and knowledge as applicable to the needs of the role.

You may, with reasonable notice, be required to work within other Schools/Units within the University of St Andrews.

You have the responsibility to engage with the University’s environmental sustainability strategy, committing the University to reach net-zero by 2035.

You are required to engage with the technology, systems and communication channels necessary for you to undertake your work and must update your personal details via HR Self Service whenever there is a change.

Employees with staff management responsibilities must familiarize themselves with appropriate policies.

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| **Who Are We? St Andrews At a Glance** |

* The third oldest university in the English-speaking world.
* Ranked top UK university in the [Guardian University Guide 2024](https://news.st-andrews.ac.uk/archive/st-andrews-keeps-top-spot-in-uk-university-ranking/).
* Ranked number one in the UK in the [Times and Sunday Times Good University Guide 2024](https://news.st-andrews.ac.uk/archive/historic-double-first-for-st-andrews/).
* Students at the University of St Andrews are more positive about their education than students at any other mainstream university in the [National Student Survey 2023](https://news.st-andrews.ac.uk/archive/st-andrews-students-most-positive-in-uk/).
* The University of St Andrews is Scotland’s top university and one of the top four universities in the UK in [The Complete University Guide 2024](https://news.st-andrews.ac.uk/archive/st-andrews-top-in-new-university-rankings/)
* The University is top in the UK for Teaching Quality in the [Daily Mail University Guide 2024.](https://www.dailymail.co.uk/news/university-guide/article-12491201/University-rankings-league-table-Use-Daily-Mails-interactive-guide-right-uni-you.html)
* Research-intensive, more than 88% of research carried out by the University of St Andrews is world-leading or internationally excellent (Research Excellence Framework 2021)
* Athena SWAN [Bronze Award holder](https://news.st-andrews.ac.uk/archive/athena-swan-awards/)
* A [Strategy](https://www.st-andrews.ac.uk/about/governance/university-strategy/) founded on ambition to be World-Leading, Diverse, Global, Entrepreneurial and Sustainable all underpinned by a commitment to socially responsibility.
* A community of 10,000 students and 3000 staff.
* Highly international – more than 30% of students and staff are from outwith the UK
* A non-campus university, closely integrated with the ancient town of St Andrews
* Top quality [sports](https://www.st-andrews.ac.uk/sport/), [music](https://www.st-andrews.ac.uk/music/) and [nursery](https://www.st-andrews.ac.uk/hr/edi/carers/childcare/nurseries/) facilities for staff and students

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| **University of St Andrews** |

Founded in the 15th century, St Andrews is Scotland’s first university and the third oldest in the English-speaking world. The University of St Andrews is one of Europe’s most research-intensive seats of learning. It is one of the top-rated universities in Europe for research, teaching quality, and student satisfaction.

Today, under the leadership of Principal and Vice-Chancellor Professor Dame Sally Mapstone FRSE, the University’s Strategy is to broaden its global influence, with a focus on diversity, building a culture of entrepreneurship, research excellence, and social responsibility.

St Andrews is committed to broadening digital education, enhancing the experience of our on-campus students, while bringing a St Andrews education to much wider global community.

From climate science and sustainable development to energy ethics and grass-roots level action across all the communities in which it operates, sustainability is at the heart of the University’s Strategic vision. World-leading research on sustainability is taking place across the breadth of the University, with researchers addressing key questions on the defining issue of our generation.

The University has set an ambitious target of carbon net zero by 2035, ten years ahead of the Scottish Government’s 2045 target.

St Andrews is ranked as the top university in the UK in *The Guardian Guide 2024*, and *The Times and Sunday Times University Guide 2024*. The *Complete University Guide 2024* ranks St Andrews as the top university in Scotland, and fourth in the UK.