



## 1 Advertisement

### **Post Title: Engagement, Recruitment & Marketing Manager**

**School/department:** School of Media, Arts & Humanities (Operations Team)

**Hours:** Full time or part time hours considered up to a maximum of 1 FTE.

Requests for flexible working options will be considered (subject to business need).

**Contract:** fixed term for 12 months

**Reference:** 8740

**Salary:** starting at £35,333 to £42,155 per annum pro rata if part time

**Placed on:** 27 September 2022

**Closing date:** 20 October 2022. Applications must be received by midnight of the closing date.

**Expected Interview date:** ASAP

**Expected start date:** ASAP

We are seeking an Engagement, Recruitment & Marketing Manager for the School of Media, Arts & Humanities. The role covers an interesting and varied range of tasks and will involve interacting with a wide range of Professional Service colleagues, academic staff and students in the School.

The postholder will work in partnership with the Associate Dean for Engagement, Recruitment & Marketing and the School Leadership Team to local levels to boost student recruitment, raise the profile of the School of Media, Arts & Humanities, and increase engagement with local, national and international stakeholders. You will develop communication engagement plans for key internal stakeholders of staff and students and help create an inclusive student-focussed community. You will provide local level support to central Professional Services teams in the delivery of School and University strategies and liaise with these teams in the organisation, planning and resourcing of School events, including Open Days and Applicant Visitor Days. You will work closely with central functions to develop plans and strategies

The successful candidate will be a creative and dynamic individual with a growth mindset. You will seek out others' perspectives, you will be genuinely curious and look to innovate, continually finding opportunities to highlight School strengths and engage with the student community. You will have experience in communications, marketing and/or student recruitment, and be able to deliver and implement an evidence-based approach to developing strategy and plans. You will understand the challenges and opportunities for student recruitment across a range of subject areas and be able to clearly identify School marketing priorities.

We are looking for someone with excellent organisational abilities and exceptional oral and written communication skills. You will be both a team player and confident to work on your own initiative, setting priorities and managing your workload with minimal oversight. You must pay meticulous attention to detail and have the ability and confidence to engage with students, and understand, explain and advise senior colleagues on policies and procedures related to compliance, branding and student engagement.

Please contact Monika Metykova ([M.Metykova@sussex.ac.uk](mailto:M.Metykova@sussex.ac.uk)) or Jacqui Guillemard ([j.a.guillemard@sussex.ac.uk](mailto:j.a.guillemard@sussex.ac.uk)) for informal enquiries.

For full details and how to apply see our [vacancies page](#)

*The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.*



## 2. The School / Division

The School of Media, Arts & Humanities formally launched on 1st September 2020. The School is situated in the Arts A, Arts B and Silverstone Buildings. Media, Arts and Humanities is a School that brings together a wide range of disciplines including English, History, Art History, Philosophy, Media, Film, Music and Language Studies. The School of Media, Arts and Humanities offers a vibrant platform for high-quality teaching and learning, and cutting-edge, interdisciplinary research in a friendly and supportive atmosphere, combining theory, practice, activism and critical and creative work.

For students there is a real focus on graduate employability, with an exciting industry facing curriculum with work placements and strong links with cultural institutions such as the BBC and museums, theatres, and galleries around the world.

Please find further information regarding the school/division at:

<https://www.sussex.ac.uk/schools/media-arts-humanities>

### 3. Job Description

Job Description for the post of: Engagement, Recruitment & Marketing Manager

**Department: Operations**

**Section/Unit/School: School of Media, Arts & Humanities**

**Location: Arts A**

**Grade: 7**

**Responsible to:** Senior Operations Manager

**Responsible for:** Communications Team

#### **Job Description:**

The Engagement, Recruitment & Marketing Manager will develop overarching communication, marketing and student recruitment strategies, with associated supporting strategies, as well as develop a set of communication tools in liaison with central Communications. The postholder will have responsibility for the School's Communications Team and will work closely with the School Professional Services teams for Education & Students, Research and Operations.

### 4. Person Specification

#### **PRINCIPAL ACCOUNTABILITIES**

In relation to a range of named services or processes, to:

1. Manage, promote and maintain high quality, Professional Services, engendering a culture of continuous improvement.
2. Manage the operational outputs of the team.
3. Ensure compliance with all relevant legislation and University policies, interpreting the same and advising on their practical application.
4. Work in partnership with other key stakeholders to ensure seamless service
5. Delivering on School strategies aligned to the University's strategic priorities

#### **KEY RESPONSIBILITIES**

## **1. Team Management and Leadership**

- 1.1 Provide management and leadership to motivate the team to achieve targets and objectives delegating according to ability
- 1.2 Ensure the availability of resources to achieve targets and objectives including the selection, induction, performance management and development of all team members
- 1.3 Ensure team understanding and application of operational standards are embedded in the team culture and methods of working, fostering an ethos of continuous improvement

## **2. Service Delivery**

- 2.1 Working within university policy and procedure, identify critical issues and undertake day-to-day management of operational matters in the process and/or procedure in the area of expertise.
- 2.2 Plan and implement improvements to systems and procedures in area of responsibility to ensure the achievement of key objectives and effective administration within area of responsibility.
- 2.3 Maintain appropriate records and documentation commensurate with policy and procedure.
- 2.4 Provide reports internally and externally as appropriate. To undertake analysis, interpretation and presentation of standard data to inform decisions related to subject area.

## **3. Policy and Procedure**

- 3.1 Work within policy and procedure, providing advice to enquiries on the application of policy/procedure as required.
- 3.2 Contribute to policy decisions and improvement in area of expertise.

## **4. Customers and Stakeholders**

- 4.1 Proactively work with internal and external stakeholders, colleagues and students to ensure the effective service delivery, exchange information and provide data to inform decisions as necessary, showing appropriate sensitivity when needed.
- 4.2 Work closely with colleagues leading on high profile areas of work, including student experience and employer engagement, to develop and implement communications strategies to maximise the impact of activities in these areas.
- 4.3 Work with students on co-creation of content and messages to promote the sense of community and improve the student experience

## **5. Additional role-specific responsibilities**

- 5.1 Support the Dean and School Leadership Team in the development of communications, marketing and recruitment strategies and plans, working closely with the central functions of Media Relations, Communications, Marketing and Student Recruitment teams.
- 5.2 Develop tools and systems for monitoring and evaluation of activities and engage in regular review providing reports and briefs on results and ideas for improvement.
- 5.3 Work with colleagues in the School and wider University to ensure synergies and consistency with policies and broader strategies and plans.
- 5.4 Enhance and raise the profile of the School of Media, Arts & Humanities and highlight engagement opportunities and activities

- 5.5 Undertake overall editorial responsibility for all the School and Department newsletters and websites, following University guidelines. Take a lead on establishing and maintaining sites for research units and conferences as required.
- 5.6 Oversee the content of the School's social media channels, working with colleagues to develop engaging content appropriate for all of the School's key audiences.
- 5.7 Support the School in the development of a strategy for engagement with external stakeholders, including the School Advisory Board and Alumni.
- 5.8 Ensure the School develops and maintains systems for recording activities and contacts
- 5.9 Work with students on co-creation of content and messages to promote the sense of community and improve the student experience.
- 5.10 Support the School's marketing activities including organisational and expert support for appropriate meetings and coordination of a variety of critical, high impact marketing projects.
- 5.11 Evaluate content for marketing and recruitment purposes, and make suggestions for how content can be improved
- 5.12 Work to support the Associate Dean in identifying existing data and research sources within the University, as well as sourcing and analysing external market data and research
- 5.13 Support achievement of the School's compliance with all applicable statutory and regulatory compliance obligations, including (but not limited to): UKVI, Health & Safety, the Prevent Duty, data protection, Competition and Markets Authority requirements and equal opportunities, as appropriate to the grade and role. Additionally, to promote good practice in relation to University policy, procedure and guidance in relation to those compliance matters in respect of students, staff and other relevant parties.

To carry out any other duties that are within the employee's skills and abilities whenever reasonably instructed.

This Job Description sets out current duties of the post that may vary from time to time without changing the general character of the post or level of responsibility entailed. Some flexible working around days of work, evenings and weekends may be required on occasion.

## **INDICATIVE PERFORMANCE CRITERIA**

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- The post holder reports to the Senior Operations Manager, working under general direction within a clear framework the post holder will manage their own work (and their direct reports) to achieve their agreed objectives. The role holder will play a key role in supporting the School leadership team to achieve the strategic and operational goals of the University, Professional Services & their School. The post holder is expected to work collaboratively across the University and with key stakeholders to deliver single team working that efficiently and effectively supports the achievement of those goals and objectives.

- The postholder is expected to balance effectiveness and cost-efficiency in the management of the budgets they are accountable for, demonstrating compliance with Value for Money and Return on Investment principles to support the University's strategic aim to achieve a world-class standard of teaching and research by managing our resources effectively and efficiently

## PERSON SPECIFICATION

### ESSENTIAL CRITERIA

1. Normally educated to degree level, or equivalent professional experience.
2. A knowledge and understanding of communications and/or marketing.
3. Effective management skills and experience of leading and managing a team
4. Well-developed oral and written communication skills with the ability to present policy and procedure in a way that can be understood the audience.
5. High level planning and organisational skills, including project management with the ability to delegate to team members where appropriate.
6. Well-developed interpersonal skills with the ability to effectively influence in area of expertise, effectively contribute to team working to build and develop working relationships.
7. Analytical skills with the ability to generate effective solutions and make effective decisions
8. Commitment to delivering excellence to key stakeholders
9. Effective IT Skills on MS platform. Experience using functional databases. Confident and competent using Excel and other software to produce charts, graphs and perform calculations relating to market data.

### ESSENTIAL ROLE-SPECIFIC CRITERIA

1. Ability to develop School strategies that support wider University and School level strategies
2. Ability to create a range of digital and printed communications and marketing outputs;
3. Experience in web and social media communication
4. Ability to implement and disseminate institutional policies
5. Ability to develop and support networks

- 6. Tactful, diplomatic negotiator
- 7. Enthusiastic, motivator of others
- 8. Flexible in terms of working to deadlines and with dispersed, complex teams
- 9. Confident and persuasive
- 10. Ability to identify existing data and research sources within the University, as well as sourcing and analysing external market data and research

## **DESIRABLE CRITERIA**

- 1. Knowledge of the Higher Education sector.
- 2. Broad knowledge of the School's subject areas
- 3. Flexibility, to support out of hours events, as necessary
- 4. Knowledge and understanding of student recruitment