Job Description

Job title:	Marketing & UK Recruitment Project Officer
Ref no:	MKG536
Campus:	Hendon
Faculty/Service:	Marketing
Grade:	6
Starting salary:	£37,357 per annum rising to £42,653 incrementally each year inclusive of Outer London Weighting
Hours:	35.5 hours per week, actual daily hours by arrangement
Period:	Permanent
Reporting to:	Deputy Director of UK Student Recruitment & Marketing

Overall Purpose

The Marketing & UK Recruitment Project Officer plays a key role in supporting the University's UK student recruitment objectives. Working closely with the Deputy Director and the department Senior Leadership Team, the post-holder will lead on the coordination and delivery of critical UK recruitment projects and campaigns, including the planning, management, and delivery of the University's annual Clearing operation.

The role requires strong organisational, communication and project management skills, with the ability to collaborate effectively across academic faculties, professional services and external stakeholders to ensure marketing and recruitment activities are delivered to a high standard and achieve ambitious enrolment targets.

They will support colleagues in understanding and adhering to project governance and planning frameworks and will be a key point of communication and escalation around how we deliver our work across all areas. The post holder's digital skills will mean they can develop new ways of collaborating through platforms such as MS Teams and other project management tools and ensure these are embedded in all we do and act as a key advisor to the department in this area.

Principal Duties:

<u>Project management and coordination</u>

1. Lead the planning, delivery and evaluation of the University's Clearing activity, ensuring alignment with institutional recruitment goals.

2. Coordinate cross-departmental projects to ensure timely and efficient delivery of recruitment initiatives.

3. Develop and maintain project plans, timelines and reporting mechanisms for senior stakeholders.

4. Support the implementation of marketing and recruitment campaigns targeted at UK undergraduate and postgraduate audiences.

Stakeholder Engagement

5. Work closely with the Deputy Director and directorate Senior Leadership Team to ensure strategic oversight of recruitment projects.

6. Act as a key point of contact for Clearing-related activity, liaising with Admissions, Student Recruitment, Marketing, academic colleagues and other professional service areas to ensure the smooth running and project management of the Clearing operation.

7. Facilitate effective communication across internal and external stakeholders to ensure consistent messaging and smooth delivery of campaigns.

Marketing and recruitment support

8. Support the development of targeted marketing content and materials to support UK recruitment objectives.

9. Monitor and evaluate the effectiveness of campaigns, providing insight and recommendations for improvement.

10. Support the integrated coordination of open days, applicant conversion events, and other recruitment-related activity.

Data, Reporting and Evaluation

11. Monitor recruitment performance data and provide regular updates and reports to senior stakeholders.

12. Analyse outcomes of Clearing and other recruitment campaigns to inform future planning.

13. Ensure projects are delivered within budget and evaluate return on investment.

14. Coordinate and produce department monthly activity reports.

Additional Requirements

15. Represent the University at recruitment events and external meetings as required.

16. Undertake any other duties commensurate with the grade of the role, as requested by the Deputy Director or Senior Leadership Team.

17. As the work of the department requires significant internal and external engagement, it is expected that on campus presence will be required three days per week.

18. Due to the annual recruitment cycle there are key times of the year when annual leave will not be allowed and presence on campus will be expected. These are: Open days, offer holder days, first two weeks of Clearing in August.

General

19. As duties and responsibilities change, the job description will be reviewed and amended in consultation with the post-holder.

20. The post-holder will actively follow Middlesex University policies including Equality & Diversity policies.

21. The post-holder will carry out any other duties as are within the scope, spirit and purpose of the job as requested by the line manager.

22. The postholder should actively follow Middlesex University policies and procedures and maintain an awareness and observation of Fire and Health & Safety Regulations

Middlesex University
MU Services Limited

PERSON SPECIFICATION

Job title: Marketing & UK Recruitment Project Officer

Your supporting statement on your application form will be assessed to see how you meet each of the following criteria

SELECTION CRITERIA

Essential

- Proven experience in project management within a marketing, recruitment, or higher education context.
- Strong organisational and planning skills with the ability to manage multiple priorities.
- Excellent written and verbal communication skills.
- Ability to work effectively with senior stakeholders and across departments.
- Experience of delivering high-profile, time-sensitive projects such as Clearing.
- Demonstrable commitment to fairness and the principles of equality and inclusion.

Desirable

- Experience of working in a UK higher education environment.
- Knowledge of the UK student recruitment landscape and policy context.
- Familiarity with customer relationship management (CRM) and digital marketing tools

Terms and Conditions

Diversity

We value diversity and strive to create a fairer, more equitable work environment for our staff and students. We offer a range of family-friendly, inclusive employment policies, flexible working arrangements, staff diversity networks, campus facilities and services to support staff from different backgrounds.

Flexibility

Please note that given the need for flexibility in order to meet the changing requirements of the University, the duties and location of this post and the role of the post-holder may be changed after consultation. The balance of duties may vary over time and will be reviewed as part of the appraisal process.

MU Services Limited

Middlesex University has established a wholly owned subsidiary, MU Services Limited, to provide professional services to the University. Staff of MU Services Limited will work alongside Middlesex University staff. All University professional services staff job descriptions, policies and procedures and the University Professional Services Staff Handbook will apply to both Middlesex University staff and MU Services Limited staff during their employment, unless where expressly stated otherwise. Staff will remain with their current employer, unless they move to an academic or academic related role.

Annual Leave

30 days per annum plus eight Bank Holidays and seven University Days taken at Christmas (pro rata for part-time staff) which may need to be taken as time off in lieu.

Travel to Hendon Campus

We offer an interest-free season ticket loan, interest-free motorbike loan, a cycle to work scheme and bicycle and motorbike parking and changing facilities.

Public Transport

Our Hendon Campus is well served by public transport with buses, London Underground and British Rail services all within a short walk of the campus. You can get detailed journey information from TfL (www.tfl.gov.uk) and have a look at our directions and location map to help plan your travel: http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx

Parking

There are currently Regular Parking Permits and Pre-Paid Parking options available to new joiners. Further details are available on the Travel and Transport page on the staff intranet. Please note if the number of applications becomes oversubscribed these parking options could be withdrawn at any point.

Parking for Disabled Staff

Staff and visitors with their own current blue badge have access to free parking on campus. All blue badge holders should present a copy of their blue badge to the security office in the Quad. Holders will be given car park access up to the date of expiry of their blue badge.

What Happens Next?

If you wish to apply for this post please return to the portal and click on Apply Online.

If you wish to discuss the job in further detail, please contact Kimberley Chadwick-Reaney, Deputy Director of UK Student Recruitment & Marketing by email on: K.Chadwick-Reaney@mdx.ac.uk