



Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the School, in consultation with the postholder.

Job title: Digital Marketing Coordinator

Department/Division: Recruitment & Admissions – Academic Registrar's Division (ARD)

Accountable to: Digital Marketing Officer

Overview

LSE is one of the world's leading institutions for the study of the social sciences. With 18 Nobel Prize winners, 37 past or present heads of state and ranking among the top 50 universities in the world (QS 2024), LSE is a truly international university at the forefront of global policy debate.

The LSE2030 strategy commits LSE to Educate for Global Impact. This means developing lifelong, research-rich learning opportunities for students from all backgrounds. By creating a sense of belonging, LSE is equipping its students with the skills, knowledge and confidence to be critical investigators, confident entrepreneurs and culturally aware agents of change.

The Academic Registrar's Division's (ARD) plays a vital role in supporting the School strategy. ARD's purpose is to provide high quality support, guidance and administrative services to prospective students, applicants, current students, staff and other stakeholders. Through the campaigns and activities delivered by the Recruitment and Admissions team we aim to inspire, support and attract a diverse range of students, providing them with an outstanding applicant experience that is fair, transparent and efficient.

The Recruitment and Admissions team takes lead responsibility for achieving the School's student recruitment targets. It comprises 5 teams:

- Admissions
- Financial Support Office
- Student Marketing
- Student Recruitment & Study Abroad
- Widening Participation

These teams work together to attract the number and quality of students the School needs, and to ensure that applicants are provided with an excellent experience on their journey to LSE. This work makes a vital contribution to the School's ambition being the world's leading social science institution with the greatest global impact.

Background

The Digital Marketing Coordinator supports the implementation of the new student recruitment strategy. This strategy sets out the School's commitment to attracting a wide range of applicants from a broad range of markets and backgrounds.

The School is currently enhancing its marketing and recruitment capabilities, including expanding the Student Marketing team. The priority for this role will be to deliver the objectives outlined in the new strategy, driving high-quality applications from a wider range of markets whilst capitalising on the



capabilities of the organisation's Salesforce CRM. The postholder will assist with the ongoing development, improvement and maintenance of the study and student life sections of the LSE website and with the optimisation of digital marketing campaigns, generating prospective students (leads) and driving conversion. The role will also support the achievement of the School's targets for widening access to Home students as part of the Access and Participation Plan.

The Student Marketing team has primary responsibility for:

- **Student marketing campaigns and collateral** – Management of student marketing channels and campaigns to deliver prospective student (lead) generation targets for Home and International students, including those for diversity and access.
- **CRM** - Implementation and operation of the CRM system throughout the student journey, including digital event management.
- **Market Research and Intelligence (MRI)** – Providing insight into customers, markets, competition and sector best practice, and using this intelligence to inform and influence plans and approaches across the School.

Primary responsibilities

1. Support the delivery of the School's digital marketing and social media campaigns, utilising data and insight throughout.
2. Develop and enhance the content and design of the study and student life sections of the LSE website.
3. Ensure that the School's digital marketing is optimised to attract high quality and diverse applicants, and that it supports and enhances on-campus, off-campus and virtual recruitment activities.
4. Support the development of a search strategy that covers the variety of ways users search for content.
5. Ensure that campaign collateral supports the School brand and that its core messages are effectively conveyed to applicants and prospective students.
6. Manage the Student Marketing teams social media platforms.
7. Manage the Students@LSE blog and cohort of student bloggers.
8. Assist with the production of key promotional materials such as the digital and printed undergraduate and graduate prospectuses and the financial support guides.
9. Assist in the management and maintenance of the Recruitment and Admissions event management and reporting process.
10. Assist in the running of the Salesforce CRM system and support the roll-out and implementation of Marketing Cloud for Recruitment and Admissions.
11. Contribute to the achievement of targets in the School's Access and Participation Plan (APP) through the delivery of digital campaigns which enable the School to exceed its targets for widening access.
12. Coordinate and deliver marketing support to LSE's academic departments, including supporting the development of a community of practice.
13. Build effective relationships with key colleagues and teams across Recruitment and Admissions and the wider Division.
14. Ensure that budgets are utilised effectively and transparently.



Further duties and responsibilities

Service delivery

- Ensure that copy for promotional materials, marketing campaigns, the website, prospectuses and the CRM system is consistent, clear and engaging. This includes a hands-on role in writing and developing copy.
- Working with colleagues in Student Recruitment and Study Abroad, Admissions and Student Services, ensure that marketing practices are in accordance with GDPR, UKVI and CMA compliance guidelines.
- Identify areas for improvement for the study and student life sections of the LSE website.

Communication

- Liaise with professional services and academic staff around the School, involving them in the production of marketing collateral and capitalising on their knowledge to optimise content.
- Communicate with a range of internal and external colleagues regarding the production of the prospectuses and the management of the undergraduate and graduate programme pages.
- Provide regular feedback on digital analytics to the Digital Marketing Manager with suggestions for improvement.
- Communicate with LSE's student bloggers and content creators to create student blogs and social media posts.
- Report (orally and in writing) to the Student Marketing team and Recruitment and Admissions about marketing activities and web developments.

Liaison and networking

- Liaise with the LSE Social Media team about Recruitment and Admissions messaging.
- Work with external bodies, such as UCAS, the British Council, UUK, BUILA, other external partners and alumni to support the objectives of the School and the Division.
- Manage and effectively leverage relationships with external marketing agencies.
- Liaise with Student Marketing colleagues over the implementation of marketing strategy and operational issues.
- Support the work of the Financial Support Office to enhance the channels through which the School's scholarships and financial support portfolio is conveyed to the market.

Initiative and Problem Solving

- Proactively engage with initiatives across Recruitment and Admissions and ARD, providing ideas that add value to the wider team.
- To proactively identify where web-content can be updated and/or improved and to work with Student Marketing colleagues to deliver improvements.
- Identify and resolve issues which may arise in the production of the prospectuses and in the development and maintenance of the website and to recognise when a problem should be referred to others.

Investigation, analysis and research

- Work with the Digital Marketing Officer to review and evaluate marketing activities, including the compilation and analysis of data which will inform marketing strategies.
- Work with the Digital Marketing Officer to analyse data, such as Google analytics and tools such as SemRush, to inform website development.
- Keep abreast of emerging technology in social media and marketing.



Teamwork and motivation

- Work with colleagues in other teams around the School on the production of the prospectuses and development of the website.
- Work as part of the Student Marketing team, providing input into marketing and recruitment strategies.
- Liaise closely with Recruitment and Admissions colleagues to share best practice and knowledge.
- Support Recruitment and Admissions colleagues on joint projects, such as the undergraduate open days and Offer Holders' Day.

Planning and organising resources

- Contribute to the annual student marketing plan to set out clear plans to achieve prospective student (lead) generation targets.
- Plan, prioritise and organise personal and team tasks, meeting both internal and external deadlines, with minimal supervision.
- Any other duties that support the objectives of the division and the School as requested by the Digital Marketing Officer or the Deputy Head of Student Marketing

Flexibility

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the exigencies of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate. The postholder will be required to work out of hours and during weekends on occasion.

Equity, Diversity and Inclusion (EDI)

LSE is committed to building a diverse, equitable and truly inclusive university. All posts (and post holders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender identity, marriage and civil partnership, pregnancy and maternity, race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.

Ethics Code

Posts (and post holders) are assumed to have a responsibility to act in accordance with the School's [Ethics Code](#) and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School's [Effective Behaviours Framework](#) is designed to support this Code.

Environmental Sustainability

The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy. This includes implementing practices that will minimise the carbon footprint of the School's student recruitment activities.