



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: Marketing and Recruitment Executive

Department/Division: Summer School and Executive Programmes
Accountable to: Marketing and Recruitment Manager

Job Summary

The successful applicant will support the Marketing and Recruitment Manager by organising and coordinating a range of communication and marketing activities designed to promote the programmes run by the Unit. Currently these comprise of the Summer School, Executive Summer School and Methods Programme. This is a challenging role that will work across three programmes and their distinctly different audiences.

The post holder will support the Marketing and Recruitment Manager in delivering ongoing campaigns in addition to reviewing the unit's current marketing practices and introducing new techniques and channels to communicate with. The role will also involve working in conjunction with the administrators responsible for each programme and the Operations team.

To be successful in this role, you will be degree educated, an excellent communicator and possess a keen eye for detail. You'll be creatively minded, and an excellent writer. You will also have the ability to carefully monitor and analyse the relative success of various initiatives through survey reports, analytics and user feedback.

Duties and Responsibilities

General Summary

- Contribute towards the design and development of one-off campaigns and promotional materials in accordance with house style and standards.
- Design and delivery of high-quality bespoke print and branding collateral across three different programmes.
- Deliver engaging and timely student communications via email, social media and print.
- Working closely with the internal design unit and external designers.
- Liaising with external printers and the internal reprographics unit.
- Organising video testimonial and photo shoot schedules.
- Plan and organising event attendance, both internal and external.
- Assist with branding of in-programme social and networking events.
- Attendance at events both on and off campus; some international travel may be required.
- Working with direct mailing houses.
- Research and book advertising.
- Maintaining mailing databases.



- General website updates via CMS.
- General administration.

Communication

- Ability to write effective first draft copy for a range of materials and different audiences including:
 - Email promotions (Experience in using mailchimp or similar email services/ software).
 - Newsletters.
 - Adverts.
- Convey a range of messages according to the requirements of the different programmes.
- Ability to devise creative new ways to communicate data.
- To support the Digital Marketing Executive in delivering messages across social media channels such as Twitter, LinkedIn and Facebook in an engaging, lively, up-to-date and appropriate manner tailored to different target audiences.
- Communicate directly with prospective and enrolled clients at events, on the phone, and via email and social media.
- Ability to negotiate effectively with suppliers.
- Creating promotional materials such as banners, pop ups, signs displays and invitations.

Planning and Organisation

- Contribute ideas for the marketing strategy and support the implementation of the agreed marketing and recruitment campaign.
- Responsible for keeping a record of expenditure associated with marketing and communication strategies.
- Multi-task across three programmes, most of which are delivered over just 12 weeks each summer.

Team Work

- Be an active and engaged member of the team contributing to the aims of the Unit.
- Work effectively with the different administrators across the programmes facilitating the communication between them.

Liaison and Networking

- Establish and maintain effective methods of communication across the different programmes to ensure that the areas work together in the effective promotion of their programmes.
- Ability to work efficiently and professionally with a range of staff, students and academics, many at senior levels.
- Attend programme events (internal & external) as part their role in information and news gathering. This will involve some weekend and evening work which will be compensated.
- Develop effective working relationships with the following: web team, design unit and photographer. Acting as the first point of contact with them.
- Agility to spot opportunities for the promotion of the programmes and act upon these immediately.

Investigation and Analysis

- Researching and setting up paid for/free course listings and web links across relevant external websites.
- Responsible for assisting in analysing and reporting on marketing campaign performance.
- Assist the Marketing and Recruitment Manager in defining markets through research and the analysis of survey data, and communicating this to the other stakeholders.

**Note**

The LSE has a progressive pay structure that rewards you with annual pay increases up to a certain level as you develop in your role. We also provide for further reward past this point in the form of further pay increases based on exceptional performance.

Flexibility

To deliver services effectively, a degree of flexibility is needed, and the post holder may be required to perform work not specifically referred to above.

Equality and Diversity

LSE believes that equality for all is a basic human right. We actively encourage diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

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.