



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 and Recruitment Executive

Department/Division: The Confucius Institute for Business, CIBL
Deputy Director

Accountable to: CIBL

Job Summary

The successful applicant will support the CIBL Deputy Director by organising and coordinating a range of digital communication and marketing activities designed to promote the programmes run by the by the Institute; with a particular focus on the new Chinese Language And Culture For Business London, Executive Programme For Global Thinkers. This is a dynamic and challenging role that will work across all CIBL programmes to communicate with existing clients and also identify and communicate with new audiences. CIBL is successful within LSE and has ambitions to significantly grow over the coming years.

The post holder will report to and support the CIBL Deputy Director in reviewing the Unit's current digital marketing practices with a view to introducing new techniques and channels through which to communicate with new and existing clients. This role will require the ability to make the best possible use of existing digital technology in the short-term, whilst also helping to push forward long-term digital innovation. The role will also involve working in conjunction with the administrators and managers responsible for each programme and the Operations Manager.

To be successful in this position, you will have a good standard of education, be an excellent communicator and possess at least two years digital marketing experience. You'll be creatively minded and have a keen eye for detail, as well as being skilled in monitoring and analysing the outcomes of initiatives through survey reports, analytics and user feedback. Prior experience of the higher education sector is desirable but not essential. This is a commercially driven role focused around encouraging participation; therefore commercial and corporate applicants from sectors including, but not limited to, conferences, events, member organisations and other executive training providers will be welcomed.

Duties and Responsibilities

Communication

- Write effective first draft copy for a range of digital channels and different audiences including: Email promotions and newsletters (experience in using mailchimp or similar email services/ software is required)
- Demonstrate a high command of the English language
- Develop Google AdWords written copy in partnership with external agencies
- Convey a range of messages according to the needs of the different programmes
- Devise creative new ways to communicate data
- Effectively use 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 clients via phone, email and social media
- Follow-up warm leads generated by marketing activity
- Negotiate effectively with suppliers

Planning and Organisation

- Contribute towards the design and development of digital campaigns in accordance with house style and standards
- Responsible for monitoring and recording expenditure associated with marketing and communication strategies
- Support the Deputy Director in the long-term aim of introducing a customer CRM system

Team Work & Motivation

- Be an active and engaged member of the CIBL team contributing to the aims of the Institute
- Work effectively with the CIBL management team conveying the aims and objectives of the marketing campaigns across the programmes facilitating the communication between them
- Training programme administrators in the correct use and moderation of social media

Liaison & 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
- Work efficiently and professionally with a range of staff, students and academics, many at senior levels
- Attend programme events (internal & external) as part of the role in information and news gathering. This may involve some weekend and evening work
- Develop effective working relationships with the following: web team, design unit, AV and photographer. Act as the first point of contact with them

Initiative & Problem Solving

- Influence the design of online display adverts in line with best practice and help
- Active contribution of ideas and strategies to support the marketing and recruitment campaigns
- Contribute ideas for marketing strategies and support the implementation of the agreed marketing and recruitment campaigns
- Agility to spot internal opportunities for the promotion of the programmes and act upon these immediately

Investigation and Analysis

- Assist the Deputy Director in defining markets through research and the analysis of survey data and analytics, and communicating this to the other stakeholders
- Research and establish programme listings and web links across relevant external websites
- Responsible for assisting in analysing and reporting on digital marketing campaign performance

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 such as working outside of regular hours and willingness to travel.



THE LONDON SCHOOL
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**Equality and Diversity**

To uphold the School's commitment to equality of respect and opportunity, as set out in the [Ethics Code](#), we will treat all people with dignity and respect, and ensure that no one will be treated less favourably because of their role at the School, age, sex, disability, gender identity, race, religion or belief, sexual orientation, marriage and civil partnership, pregnancy and maternity, or social and economic background. For the full Equity, Diversity and Inclusion policy statement, please see the [EDI website](#).

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.