

Marketing & Recruitment Manager

Department	Chemical and Process Engineering (www.strath.ac.uk/engineering/chemicalprocessengineering/)		
Faculty	Faculty of Engineering (www.strath.ac.uk/engineering/)		
Staff Category	Administrative and Professional	Reference No	520047
Reports To	Department Operations Manager	Grade:	7
Salary Range:	£35,308	Contract Type:	Fixed Term (Until 16 August 2024)
FTE	1 (35 hours/week)	Closing Date	12/04/2023

Job Advert

The department of Chemical and Process Engineering seeks to appoint a Marketing and Recruitment Manager to lead the development and management of the department's marketing & recruitment strategy, providing professional advice and recommendations to relevant staff, liaising with Department, Faculty of Engineering and University colleagues regarding current and future initiatives i.e. international visits, articulation agreements, widening access events, target-setting meetings, liaising with admissions staff and selectors for undergraduate, distance learning, postgraduate taught and postgraduate research to ensure recruitment activities are effective while ensuring maximum service quality for applicants.

Educated to a minimum of degree level, or equivalent, plus relevant experience within a similar role. You will have excellent verbal and written communication skills and good interpersonal skills. The successful candidate will have experience of working in a busy office environment and the ability to interact with a range of stakeholders, as well as being highly IT literate with experience of Microsoft Office packages. Planning and organising their own work, co-ordinating the various strands of their responsibilities to ensure that end results are effectively achieved, the post holder will have detailed knowledge of complex or specialist university systems (e.g. FMS, PEGASUS, STATs, MyPlace) and experience web editing, photo editing and social media.

Job Description

Brief Outline of Job:

The department of Chemical and Process Engineering seeks to appoint a Marketing and Recruitment Manager to lead the development and management of the department's marketing & recruitment strategy, as an integral part of the CPE administration team.

Main Activities/Responsibilities:

1.	Lead the development and management of the Department's marketing and recruitment strategy, providing professional advice and recommendations to relevant staff, liaising with Department, Faculty of Engineering and University colleagues regarding current and future initiatives for undergraduate, distance learning, postgraduate taught and postgraduate research to ensure recruitment activities are effective while ensuring maximum service quality for applicants.
2.	Lead the development and management of the Department's marketing plan for undergraduate, distance learning, postgraduate taught, postgraduate research and knowledge exchange.
3.	General Department marketing: leading social media and online marketing for general promotion of the Department and raising the online profile

3.	Leading the management of the Department's online strategy via social media, webpages and course pages. Independently leading the development and management of the Department's social media channels/campaigns such as LinkedIn, Twitter, Facebook and Instagram; ensuring regular and relevant content is developed and shared to increase online engagement; and independently leading the development and management of content across all Department webpages. Collating content from key stakeholders as required through chairing focus groups and email communication; leading the creation of original digital content
4.	Leading the development and management of the Department's student recruitment and conversion activities across all cohorts, such as developing and implementing content and activities delivered at University and Department Open Days.
5.	Line management of Outreach Assistant role which is responsible for the running of the ReallySmallScience Group, Young Chemical Ambassador Programme, Faculty level summer school participation and widening access initiatives i.e. Accelerate, Scottish Space School, Weir Wise, Engineering the Future for Girls and Headstart; and University level contribution to Explorathon – European Researchers' Night. Providing specialist support, advice and line management for outreach assistant duties including writing funding proposals and reports for outreach/KE funding.
6.	Financial management of Department Marketing/Recruitment – drafting and presenting annual budget proposals to the Head of Department for the Department's outreach programme; managing allocating resources for all recruitment, marketing and outreach activities; producing reports on income and expenditure; managing invoices and income.
7.	Citizenship – active member of the Department's Recruitment committee (Department lead for Home/SIMD/RUK recruitment); actively participating in committee discussions; communicating Department level updates on marketing & recruitment activities via analysis of recruitment data and marketing activities; leading development of the Department's marketing & recruitment strategy and making recommendations for future discussions at committee meetings.
8.	Leading the Department-level interface with Faculty, RIO, Widening Access Team and University colleagues in relation to all student recruitment-focussed activities and disseminating information to staff or students and for the production of written material for recruitment purposes (i.e. open days, articulation agreements, international visits, recruitment targets) and marketing content (i.e. prospectus, leaflets, open day dates, power point slides, photographs, students for testimonials/social media/video footage).
9.	Supporting Department staff recruitment via online platforms and alumni networks. Utilising and managing recent graduate databases and LinkedIn networks to recruit staff to enhance the Department's teaching, research and knowledge exchange activities.

Person Specification

Educational and/or Professional Qualifications

(E=Essential, i.e. a candidate must meet all essential criteria to be considered for selection, D=Desirable)

E1 Educated to a minimum of a degree qualification with significant, relevant experience within a similar role

Experience

D1 Previous administrative experience within a Higher Education Institution

D2 Detailed knowledge of complex or specialist university systems (e.g. FMS, MyPlace, STATs, PEGASUS)

D3 Experience of Committee Support.

Job Related Skills and Achievements

E2 Highly IT literate with experience of Microsoft Office packages

E3 Strong organisational skills, with the ability to work to deadlines

E4 Excellent verbal and written communication skills

E5 Good numeracy and literacy skills

E6 Ability to plan and organize own workload

Personal Attributes

E7 Ability to work effectively as a flexible member of a team

E8 A friendly, courteous and helpful disposition

E9 A proactive approach to learning and developing

Application Procedure

Applicants are required to complete an application form including the name of three referees who will be contacted without further permission, unless you indicate that you would prefer otherwise. Applicants should also submit a Curriculum Vitae and a covering letter detailing the knowledge, skills and experience you think make you the right candidate for the job. Applicants should also complete the Equal Opportunities Monitoring Form.

Other Information

Further information on the application process and working at Strathclyde can be found on our website (<http://www.strath.ac.uk/hr/workforus>).

Informal enquiries about the post can be directed to Caroline Kernweiss, Dept Operations Manager (caroline.kernweiss@strath.ac.uk).

Conditions of Employment

Conditions of employment relating to the Administrative and Professional staff category can be found at: [Conditions of Employment](#).

Rewards and Benefits

Our staff have access to a wide range of outstanding benefits that include financial rewards, family friendly and wellbeing benefits and career development opportunities, details of which can be found [here](#).

Probation

Where applicable, the successful applicant will be required to serve a 6 month probationary period.

Pension

The successful applicant will be eligible to join the Local Government Pension Scheme (LGPS) in Scotland. Further information regarding this scheme is available from [Payroll and Pensions](#).

Relocation

Where applicable, the University offers a relocation package to support new employees who meet the eligibility criteria. The relocation package is offered as a contribution towards costs incurred, and is designed to be flexible, allowing staff to use the financial support available in the way that will be most helpful to them. Further details are outlined in the Relocation Policy.

Interviews

Informal interviews will be held on a date to be confirmed.

Equality and Diversity

The University of Strathclyde is a socially progressive institution that strives to ensure equality of opportunity and celebrates the diversity of its student and staff community. Strathclyde is people-oriented and collaborative, offering a supportive and flexible working culture with a deep commitment to our equality, diversity and inclusion charters, initiatives, groups and networks.

We strongly encourage applications from Black, Asian and minority ethnicity, women, LGBT+, and disabled candidates and candidates from lower socio-economic groups and care-experienced backgrounds.

University Values

The University's Values capture what we're all about: who we are, what we believe in and what we stand for. [Our Values](#) have been derived from how we act and how we expect to be treated as part of Strathclyde.

