

# CANDIDATE PACK

## Marketing and Recruitment Coordinator

Global Recruitment Admissions, Marketing and  
Communications

UNIVERSITY OF  
WESTMINSTER 



# OUR UNIVERSITY

Under the inspirational leadership of Professor Peter Bonfield OBE, the University of Westminster is a place where discoveries are made, barriers are broken, diversity is celebrated and where everyone is welcome. Serving more than 21,000 undergraduate, postgraduate, apprentice and executive students, our mission is to transform the lives of young people from all backgrounds. We seek to make the world a more inclusive, sustainable, better and healthier place through our educational, research and knowledge exchange endeavours.

Since our founding in 1838 we have stood out as innovators, committed to tackling social inequalities. In 2021, our University ranked 2nd in England out of more than 100 higher education institutions for social mobility. The ranking - produced by the Institute for Fiscal Studies and the Sutton Trust - compares the number of students from low-income backgrounds at universities, and the extent to which their studies helped them to move up the income ladder. Westminster has the second highest performance among universities in England.

As we focus forward to 2029, we will continue to do so in a way that is true to our progressive, compassionate and responsible values. Our education offer will be more personalised and authentic, giving students from all backgrounds an opportunity of transformative learning, helping them succeed in their studies and professional lives. Our curriculum will be employability-linked, leading to stronger outcomes and helping prepare our graduates for the world of work and for life. Our research and knowledge exchange will enable us to maximise our positive impact on societies in the UK and around the world in an environment where everyone is inspired to succeed. Our priorities of wellbeing, inclusion and sustainable development will help us as we navigate through the challenges and opportunities towards 2029.





# OUR PRIORITIES

The University's 2022-2029 strategy, *Being Westminster*, sets us apart and builds on our unique history and achievements. In our University, we value social justice, moral conscience, inclusivity and equality, acting positively together to make change for good.

The University of Westminster has three priorities.

## WELLBEING

Working and studying together at Westminster as a community of students and colleagues is a big part of our lives – doing so in an environment that places our wellbeing front and centre helps us to be safe and feel safe. We care for the safety, health and wellbeing of those around us as well as ourselves.

## INCLUSION

All Westminster, colleagues and students are in a supportive and safe learning and working environment which is equitable, diverse and inclusive, is based on mutual respect and trust, and is a place where harassment and discrimination are not tolerated. As a responsible institution, we strive to ensure and to champion equality. As a progressive institution, we take pride in our diversity. As a compassionate institution, we commit to an inclusive culture that allows students and colleagues to reach their full potential.

## SUSTAINABLE DEVELOPMENT

We take inspiration from the 17 United Nations' Sustainable Development Goals (SDGs) in how we drive our actions and activities and governance across our University. As a community, we bring together our collective energies to play our part in addressing the climate crisis and inequalities to enable a more sustainable and socially just world. We are one of the top 20 universities in the world in SDG 5 for providing equal access and supporting the academic progression of women. We are one of the top 25 universities in the world in SDG 10 tackling economic, health based and international inequalities. We are in the top 50 universities in SDG 12 for promoting resource and energy efficiency, having a sustainable infrastructure, and providing access to basic services for all.





# OUR OBJECTIVES 2022-2029

Against a backdrop of a changing and challenging higher education environment, the University has recently completed a major review of its objectives and strategy, and has published its commitments for the period 2022-29.

## EDUCATION

We will offer personalised and authentic education, underpinned by an inclusive curriculum, to enable all our students, from all backgrounds, to engage in transformative learning and to succeed in their studies and professional lives. We will address global, political, and social challenges through a relevant demand-led and forward-looking portfolio. We will do this by offering authentic teaching, learning and assessment modes which immerse students in the wider-world through live projects, work-based learning and global opportunities. We will invest in our people to enable all teaching colleagues to plan and deliver exceptional learning experiences and professional colleagues to offer exceptional support. Students will be empowered by working in partnership with colleagues and fellow students to shape the Westminster experience. We will develop an integrated physical and digital environment that supports excellent practical, active and collaborative learning for all our students.

## RESEARCH AND KNOWLEDGE EXCHANGE

Research and knowledge exchange are fundamental to our commitment to making a positive difference to the world and transforming lives. We are committed to research in four priority areas: Diversity and Inclusion; Health Innovation and Wellbeing; Sustainable Cities and the Urban Environment; Arts, Communication and Culture. Our excellence in research and knowledge exchange will infuse our education endeavour, inspiring and equipping our students as agents of change locally as well as globally. We will continue to grow our community of PhD researchers, ensuring that the Westminster postgraduate research experience remains sector leading and the foundation for great careers. In knowledge exchange we will focus on engagement with government, business and with the public and local community. We will achieve more when we identify shared interests and build partnerships with our communities and collaborate for the public good with a clear civic purpose.

## EMPLOYABILITY

We will ensure that all our students benefit from employability-led learning and purposeful engagement with employers, business and industry, to give students from every background the best possible preparation for the world of work and enable the best possible employability outcomes. We will do this through the further extension and embedding of programmes such as work-based and placement learning; the Westminster Employability Award; Westminster Working Cultures; mentoring; and student enterprise. Employability-related learning will be a core and critical part of the courses and curriculum we offer, right across the University. It will be front and centre of life at the University for students and colleagues.



A key priority will be the development of a dedicated Centre for Employability and Enterprise at 29 Marylebone Road, intended to transform our student experience and our engagement with business, industry and employers. The Centre will provide a game-changing experience through which undergraduate and postgraduate students from across Westminster will come together and practise enterprise; develop an entrepreneurial mindset and skills; access training, work, projects, business advice and mentoring; and connect directly with employers. The future-focused environment of the Centre will scale up our employability provision, helping our students to be 'fit for the future' in the most challenging of post-pandemic labour markets and economic environments. It will strengthen links between our UK-based and international employer partners and our motivated, bright, work-ready students, affording employers access to a diverse mix of people right for the needs of the contemporary workforce.

## GLOBAL ENGAGEMENT

We will raise the international reputation and reach of the University, ensuring that 30% of our undergraduate community and 70% of our taught postgraduates come to us from overseas. Overseas partnerships will remain central to our global engagements. We will prioritise the outward mobility of our students to partner institutions, Contributing to students' development of employability skills and competences. We will extend and deepen our Trans-National Education relationships. These partnerships, particularly that with Westminster International University in Tashkent, will move beyond franchised or validated arrangements to embrace employability, alumni-related research, CPD and knowledge exchange connections.





# OUR STRUCTURE

## ACADEMIC STRUCTURE

Our structure is built to deliver an enhanced learning environment, stronger and broader industrial, international and professional connections and pioneering and impactful research. The University comprises three Colleges:

### Westminster Business School

- School of Organisations, Economy and Society
- School of Finance and Accounting
- School of Applied Management
- School of Management and Marketing

### Design, Creative and Digital Industries

- School of Architecture and Cities
- Westminster School of Arts
- School of Computer Science and Engineering
- Westminster School of Media and Communications

### Liberal Arts and Sciences

- School of Social Sciences
- Westminster Law School
- School of Humanities
- School of Life Sciences

The University Executive Board comprises:

- Vice Chancellor and President
- Deputy Vice Chancellor (Employability and Global Engagement)
- Deputy Vice Chancellor (Education and Students)
- Deputy Vice Chancellor (Research and Knowledge Exchange)
- Chief Operating Officer and University Secretary
- Three Heads of College

## PROFESSIONAL SERVICES

Our Professional Services teams support the effective and professional delivery of our teaching, research and knowledge exchange and the management of student residences and sports facilities.

- Academic Registry
- Business Engagement
- Estates
- Finance and Commercial Activities
- Global Recruitment, Admissions, Marketing and Communications
- Information Systems and Support
- People, Culture and Wellbeing
- Strategy, Planning and Performance
- Student and Academic Services



# JOB DESCRIPTION

**Job Title: Marketing and Recruitment Coordinator**

**Reports to: College Marketing Manager**

**Department: Global Recruitment, Admission, Marketing and Communications.**

**Grade: NG3**

## ROLE PURPOSE

This role supports the implementation of marketing and student recruitment activity (pre and post- application). Reporting to the College Marketing Manager, the Marketing and Recruitment Coordinator will be responsible for supporting the recruitment of students at all levels (undergraduate/postgraduate) across the College. The role is part of the Global Recruitment, Admissions, Marketing and Communications team, where the post-holder will work with colleagues to provide an effective and efficient service to the College and the wider University community.

## PRINCIPAL ACCOUNTABILITIES

1. To support logistical planning and delivery of large-scale campus recruitment events, such as open days, and applicant visit days (on campus and online).
2. To contribute to the evaluation and development of the University's student recruitment and conversion events activities, providing feedback and recommendations for ongoing improvements.
3. To support the development of event materials such as the event guide and plasma screen content, working with academic colleagues and the events team to confirm activity/sessions
4. Guided by school marketing plans and data (recruitment dashboards, campaign performance), work with academic colleagues to implement effective marketing conversion activities designed to optimise conversion at key stages in the student recruitment cycle, for example supporting Experience Days for offer holders.
5. Support the Marketing Officer, by collating and coordinating content for a particular subject area, School or College. Support work within a School or College such as marketing and recruitment webinars, coordinating student testimonials, liaising with academic colleagues for input into communications.
6. Working with blog owners, support the commissioning, editing, and publishing of a variety of content for the College blog(s), around an agreed set themes and pillars. Support monitoring and reporting on blog performance using GA.
7. Create content for, and manage, onsite promotional spaces as agreed with the CMM related to the relevant School Estates (posters, digital screens, and literature displays).
8. Working alongside the Marketing Officer, manage updates to online directory course listings (undergraduate and postgraduate), ensuring they are timely, accurate and aligned with annual course roll-over schedules.
9. Support the CRM Manager to set up and maintain records from school-based enquirer and post applicant conversion event activity, ensuring GDPR compliance.





Coordinate follow-up communications for School-based recruitment events and record any actions resulting from these communications.

10. Work with course enquiries, to manage bookings for Campus Tours for the College as required.
11. Work closely with colleagues across Marketing and Communications and the College to ensure consistency, coherence and impact across all marketing and student recruitment activity. To undertake such other duties as may reasonably be assigned by the College Marketing Manager.

## CONTENT

The Marketing and Recruitment Coordinator is managed by the College Marketing Manager who sits within the wider Global Recruitment, Admissions, Marketing and Communications team (GRAMC). The GRAMC team is required to maximise the University's marketing and student recruitment activity and raise brand profile to support the delivery of the University's strategy. The team also has an important role in building the University's brand and reputation.

The Marketing and Recruitment Coordinator works with the College Marketing Manager to support student recruitment targets for the college. The postholder will be involved in a range of marketing activities to support recruitment, as well as increase the internal and external profile of the college and its respective schools. The role works in collaboration with colleagues across the marketing function to ensure co-ordination and alignment of marketing activity and messages.

All colleagues across the university are expected to support the university mission of helping students and colleagues from different backgrounds fulfil their potential and contribute to a more sustainable, equitable and healthier society. In doing this, they are expected to demonstrate our university values of being a progressive, compassionate and responsible university.

The University requires all post holders to have an understanding of individual health and safety responsibilities and an awareness of the risks in the work environment, together with their potential impact on both individual work and that of others.

## DIMENSIONS

The Marketing and Recruitment Coordinator works in the University's Marketing, Communications and Development function. The post holder will be expected to foster a project working approach and to deliver a culture of sharing knowledge and information. The activities undertaken by the role holder have a direct impact on college recruitment, although they are not directly responsible for college/school recruitment targets. The role is intended to provide additional support to College marketing and recruitment activity, to drive applications and increase conversion from prospect to enrolled student.





# PERSON SPECIFICATION

## QUALIFICATIONS

### Essential

- Educated to A-level standard, or with relevant practical experience.

### Desirable

- Educated to degree level, or with relevant practical experience.

## TRAINING AND EXPERIENCE

### Essential

- A high standard of numeracy.
- Experience of working in a customer service environment.
- Experience of supporting event and project coordination.
- A high standard of written and spoken English and the ability to communicate clearly and effectively.
- Experience using databases to store, manipulate and retrieve information. Proficient keyboard skills and a high degree of accuracy in data input and checking are essential.
- Experience of supporting the delivery of content to support marketing activities e.g. working with social media or supporting others in the creation and design of posters, visual screens etc.

### Desirable

- Recent experience in a customer-focused role – ideally within a team working environment.
- Experience of working in a Higher Education environment including attending student recruitment events.
- An understanding of the current issues in Higher Education.

## APTITUDES, ABILITIES AND PERSONAL ATTRIBUTES

### Essential

- Excellent interpersonal skills with an ability to communicate effectively, both verbally and in writing with people at all levels and a wide variety of audiences.
- Excellent organisational skills, methodical approach and attention to detail.
- The ability to gain confidence, respect and co-operation of senior figures both within the organisation and externally.
- Ability to demonstrate enthusiasm for the experience and benefits that higher education offers, coupled with an understanding of and commitment to equality of opportunity for all.
- Self-motivating and pro-active whilst contributing to team roles and goals.
- Awareness of and sensitivity to cultural diversity.
- Flexibility and a capability to adapt to the changing demands of the job.
- Fully committed to contributing to a stimulating learning and working environment that is supportive and fair, based on mutual respect and trust, and in



which harassment and discrimination are neither tolerated nor acceptable.

- To have an understanding of individual health and safety responsibilities and an awareness of the risks in the work environment, together with their potential impact on both individual work and that of others.
- It may be necessary to work flexible hours and occasional weekends.

#### **Desirable**

- Knowledge of CRM systems.





# HOW TO APPLY

To apply for this vacancy, please visit our [vacancies page](#) where you will be able to download our application form template. You will then be requested to complete a quick registration before being able to upload completed application form and any supporting documentation.

## Applications should include:

- A concise statement in support (ideally no longer than two pages), addressing the criteria in the Person Specification and motivation for applying.
- You may also include an up to date curriculum vitae.
- names and contact details of two referees (although referees will only be approached at offer stage).

**The deadline for receipt of applications is midnight on 02 December 2024**

**Interviews will take place on 13 December 2024**

An appointment will be made subject to proof of eligibility to work in the UK and satisfactory references being obtained.

At the University of Westminster, diversity, inclusion and equality of opportunity are at the core of how we engage with students, colleagues, applicants, visitors and all our stakeholders.

We are fully committed to enabling a supportive and safe learning and working environment which is equitable, diverse and inclusive, is based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable.

*The University has adopted Smart Working principles to support and further our Equality, Diversity and Inclusion aims of being an inclusive, collaborative and flexible employer. Further details of Smart Working can be discussed at interview stage.*



# OUR BENEFITS

The University offers a range of wellbeing and work-life balance benefits to recognise and reward the essential contribution our colleagues make to success and growth. Our benefits are inclusive for colleagues of all backgrounds including LGBTQ+ colleagues, disabled colleagues, pregnant colleagues, parents and carers, as well as colleagues of all genders, age, ethnicities, nationalities, religion and beliefs, and marriage and civil partnership status.

- 35 days annual leave per year, plus bank/national holidays and University of Westminster closure days (pro-rata for part-time staff).
- A generous occupational pension scheme.
- Annual incremental progression and/or cost of living reviews.
- Generous maternity, paternity and adoption leave.
- Flexible working and smart working.
- Learning and development opportunities.
- Free membership rates for a wide range of sporting facilities, including gyms at Regent Street and Harrow campuses, as well as the Chiswick Sports Ground.
- Employee assistance programme.
- The opportunity to participate in other attractive employee benefit schemes such as Cycle to Work, Eye Care Vouchers, Season Ticket Loans, and Give As You Earn.







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