

A photograph of the entrance to Norwich University of the Arts. The building is made of dark, textured stone with a large arched doorway. The entrance is framed by a brick archway. There are several windows above the entrance, some with decorative panes. The foreground is filled with lush green foliage, including a large tree with bright green leaves and small red berries on the right, and various plants on the left. The scene is brightly lit, suggesting a sunny day.

**NORWICH  
UNIVERSITY  
OF THE ARTS**

**Student Recruitment  
Marketing Officer**

[norwichuni.ac.uk](http://norwichuni.ac.uk)



For further information on Norwich University of the Arts and our Community please visit [www.norwichuni.ac.uk](http://www.norwichuni.ac.uk)

We are one of the great British art schools: a specialist creative arts university that draws on 175 years of history, with our focus on the future and the role of creativity in addressing global challenges and opportunities.

We celebrate diversity and believe it to be at the core of any creative endeavour. Whatever your background, identity and prior experience, wherever you are from, we want you to bring your whole self to work each day, in an environment that recognises your unique contribution.

In choosing to work at Norwich University of the Arts, you will join a community of creative academics, technicians and professional experts who are committed to delivering exceptional Creative Arts Education, Research and Knowledge Exchange. You will work in a stimulating and critically engaged workplace, where the creativity of all our students will develop because of your commitment.

We are renowned for our teaching quality. We have been awarded Gold in the Teaching Excellence Framework (TEF) with the highest possible rating. We are the only creative arts and design university with a triple gold TEF rating.

We have been awarded 'Arts University of the Year 2025' by the Daily Mail. We are in the Top 10 for Teaching Quality in the 2022 Sunday Times Good University Guide. We were the highest climber in the Complete University Guide 2023 – the highest-ranked specialist creative arts university outside London and were named University of the Year for Student Retention by the Sunday Times 2020 Good University Guide for the support we offer from pre-enrolment to post-graduation.

You will work in the heart of Norwich. We are proud of our award-winning campus, which has played a pivotal role in regenerating an exciting quarter of the city.

Our 21st century teaching spaces and workshops are housed in renovated buildings with Medieval, Victorian and Edwardian heritage. Norwich University of the Arts won the Outstanding Estates Strategy Award at the 2018 Times Higher Leadership and Management Awards.

In support of its new Strategy, the University has recently acquired a new building in the heart of Norwich. Bank Plain, a former bank, is an additional 37,000 sq. ft of space and an ambitious commitment to being a high profile, civic university championing the creative arts.

Ninety-four per cent of our graduates are in work or further study six months after graduation, and Norwich University of the Arts won a Guardian University Award for Employability and Entrepreneurship in 2019 for our innovative 'gamification' of careers advice. You will find our graduates in key positions across and beyond the creative sector and industries.

There are of course Oscar nominees and BAFTA winners, but also rising stars who are honoured across the creative industries: from D&AD Pencil winners, to emerging fine artists, photographers and fashion designers.

We understand that making career choices requires careful consideration. We hope that as you learn about us you will be inspired by our ambitions for the future.

**Professor Simon Ofield-Kerr,  
Vice-Chancellor**

## Committed to equality and valuing diversity

Norwich University of the Arts is committed to being an inclusive community that offers equality of opportunity and enables our staff and students to flourish and succeed, regardless of their background or personal circumstances.

Our commitment to equality, diversity and inclusion is embedded in everything that we do. We celebrate the diversity of our backgrounds, cultures and actions, promoting art and design as a catalyst of social change.

As such, we are champions for the creative arts; empowering all of our students to be valued and productive members of society, with ambitions to change the world.



A BA (Hons) Film and Moving image Production student setting up in the Sir John Hurt Film Studio

Situated in the historic city centre of Norwich, with an impressive estate that encompasses both historic buildings and brand-new state of the art facilities, the University is a vibrant community that forms the beating heart of the city and region's arts and cultural worlds.

We are seeking a highly motivated individual to join our team as a Student Recruitment Marketing Officer. In this role, you will play a crucial part in supporting our student recruitment and marketing efforts across both UK and International markets. Your main responsibility will involve developing and executing effective recruitment marketing and communications plans to meet our institutional recruitment targets.

**Student Recruitment  
Marketing Officer**

37 hours per week for 52 weeks per year, full-time.

**Salary:**  
£31,396 to £36,024 per annum

**Closing date for applications:**  
22<sup>nd</sup> October 2024 11.59pm

**Interviews will be held on:**  
7<sup>th</sup> November 2024

You will work closely with colleagues in the department, particularly those with expertise in marketing, student recruitment, CRM and international recruitment, to contribute to the creation and implementation of comprehensive marketing and recruitment activity plans for all our target markets.

Collaboration will be key as you work together to enhance brand awareness, deliver our key messages to prospective students, and implement lead-generation and engagement-focused marketing campaigns. You will build key relationships with academic and professional staff from across the University engaged in student recruitment and marketing.

We are looking for a professional, flexible, and self-motivated individual who thrives in a dynamic and agile team environment. The successful candidate will be enthusiastic, target-driven, and a strong team player with a flexible approach to their work.

Educated to degree level or equivalent, you will be an experienced marketing professional. The role requires a knowledge and understanding of factors affecting either UK or International student recruitment. You will be working on your own initiative but also be able to demonstrate a proactive approach to developing team strategies.



## Job Description

# Student Recruitment Marketing Officer

Reporting to: Head of Marketing,  
Digital and Brand

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## Job Purpose

- The post holder is responsible for the development and implementation of a range of projects to broaden Norwich University of the Arts' student recruitment marketing activity.
- You will achieve student recruitment targets through the development, implementation, and evaluation of multi-channel marketing plans and campaigns to attract and convert home and international, undergraduate, and postgraduate students, in line with University objectives.
- You will have a strong focus on generating leads and converting them into applicants and enrolled students



**Student Recruitment  
Marketing Officer**

# Main Responsibilities

## Strategy and Planning:

- Develop and implement an effective data driven marketing and communication plans to support Norwich University of the Arts' recruitment targets and strategic goals
- Proactively monitor and report on the effectiveness of marketing activity, taking corrective action to meet enrolment objectives, and identifying opportunities to innovate and improve service.
- Analyse the effectiveness of web, social and digital marketing efforts, media buying agencies, and third-party providers in terms of volume, conversion, yield and cost per lead, applications, firm acceptances, and enrolments.
- To coordinate and maintain Norwich University of the Arts' profile on third party referral and university comparison websites in collaboration with the Student Recruitment and Marketing teams
- Be an ambassador of Norwich University of the Arts reputation and brand ensuring both are protected and represented in line with established guidelines.
- Support the management of the University's international marketing budget on an on-going basis ensuring compliance with financial and procurement regulations and maximising return on investment and value for money.
- Project manage the development and production of marketing collateral, such as the prospectus, profile booklets, and presentations to support activities.
- Work with external partners, such as digital marketing agencies and photographers to ensure externally commissioned work is produced to a high standard and is good value for money.
- Work with colleagues in marketing, UK student recruitment and the International Office to ensure that relevant sections of the website are fit-for-purpose and kept updated, using data to review user journeys and adapt them to drive better on-page conversion rates.
- Work with the marketing team to lead on international search engine optimisation including keyword research and testing, copy testing, landing pages and URLs. Seek opportunities to build external links to maximise Search Engine Optimisation (SEO).

## General:

## Campaigns and Content Management:

- Develop and implement robust integrated advertising plans to support awareness and lead generation for UK and international markets.
- Work closely with the Student Recruitment team to champion Customer Relationship Management (CRM) principles within all marketing campaigns and to provide a first-class prospective student journey from application to enrolment.
- Work with the marketing team to create and develop compelling, and persuasive content that is fully optimised for the desired audience and distribution channel and meets brand guidelines.
- To make full use of all information and communication technologies in adherence to data protection and Competition and Markets Authority (CMA) policies to meet the requirements of the role.
- To conduct all financial matters associated with the role in accordance with the procedures, as laid down in the Financial Regulations.
- To build and maintain effective working relationships with internal and external suppliers and stakeholders to ensure that shared objectives are realised effectively and efficiently.



# Person Specification

## Essential

- A professional marketing degree/qualification and/or proven experience at a similar level.
- Experience of working in a Marketing or Student Recruitment context within Higher Education
- Proven ability to research, develop and deliver effective and innovative traditional and digital campaigns and marketing opportunities that target the right audience
- Experience of planning and implementing multiple successful campaigns, ensuring effective use of resources, and delivering to tight deadlines.
- Knowledge and understanding of cultural differences and how to manage these in the context of international student recruitment and marketing.
- Demonstratable success of implementing effective online, digital marketing and communications strategies, projects, and campaigns across a range of online and offline channels – using Customer Relationship Management (CRM) systems, marketing databases, website, emails, and social media.
- Knowledge of Google Adwords, Google Analytics, Social Media advertising and measurement
- Experience of using website Content Management Systems (CMS) and knowledge of practices for Search Engine Optimisation (SEO) and Search Engine Marketing
- Strong project management skills, with a track record of sourcing and creating engaging content for marketing communications, and confident in working with media agencies
- Experience of building internal and external networks and developing working relationships inside and outside the organisation.
- Excellent oral and written communication skills, including experience of writing copy appropriate to the audience and platform, with strong proofing skills and attention to detail
- Experience of supporting conversion activities OR track record of communicating with a diverse range of prospective customers at different stages in their customer journey
- Results and data-driven, with analytical and reporting skills to measure the success of activities against KPIs

## Desirable

- Proven track record of working in a marketing role within international education, with an emphasis on digital
- Experience of delivering international marketing campaigns on Chinese digital platforms

# Further Information

## Equality, Diversity and Inclusion

It is important that our University community supports our policy on equality, diversity and inclusion and that each of us reflects this in the way that we work.

## Health and Safety

We are all responsible for helping to make the University a safe and healthy place to work and study, ensuring that we are compliant with our Health and Safety Policy.

## Policies and Procedures

We should keep up to date with the University's policies and processes which are usually available on our intranet, reflecting these in the way that we work.

## Staff Development

Our performance and development activities include appraisal and development reviews, participation in learning and development, and a personal responsibility to maintain our own subject knowledge.

## Confidentiality

We must maintain appropriate confidentiality in relation to our work and that of the University.

## Variation to Job Description

We may vary your duties and responsibilities outlined in the job description to reflect the changing needs of the University.



# General Information

## Terms and Conditions of Appointment

On appointment, you will receive a full statement of terms and conditions for your role.

## Duties

Your duties and responsibilities are outlined in the job description

## Starting Date

This post is offered on an indefinite basis from November 2024

## Hours of Work

The standard hours of work are 37 hours per week.

## Salary

This post is on an incremental salary scale. The salary for this post is Grade 6, which is from £31,396 to £36,024 per annum.

## Annual Leave

Your annual holiday entitlement will be 22 days rising to 25 days after 5 years' service, plus 8 statutory days (pro rata). In addition, the University may grant 4 or 5 concessionary days leave per year when the University is closed.

## Pension

Employees have the benefit of joining the Local Government Pension Scheme, a defined benefit pension scheme which builds up a pension on a "Career Average" salary basis to which the University currently contributes an additional 24.4%.

As a member of the scheme, you would be provided with a secure future retirement income, independent of share prices and stock market fluctuations. There is also cover in the event of early retirement on the grounds of permanent ill-health, redundancy or business efficiency. Plus you have the option, on retirement, to exchange part of your pension for some tax-free cash.

From the moment you join, the benefits of the pension scheme also include life cover and family benefits for partners and children in the event of your death.

As a member of the Local Government Pension Scheme you have the security of these valuable benefits at a relatively low cost to you. You can find out more about the pension scheme by visiting the Norfolk Pension Fund website at <https://www.norfolkpensionfund.org>

## DBS Applications

Individuals applying for this role will be required to complete an on-line DBS check and to provide the requested original documentation for checking and photocopying as part of the application process. All costs for a disclosure and barring check will be met by the University. Failure of the individual to provide information that is directly relevant to any DBS check could lead to the withdrawal of an offer of employment.

## Interview Expenses

Reasonable travel and incidental expenses will be reimbursed when agreed in advance in line with the University's Candidate Interview Expenses Guidelines which are available on request.

## Offers of Employment

All provisional offers of employment are subject to evidence of eligibility to work in the UK, verification of qualifications, satisfactory references and medical assessment process.

If you are unsure of your right to work in the UK you can use the Gov.uk visa checking tool to establish your eligibility and options relating to visas.

Please be aware that all visa routes have their own eligibility criteria and not all roles/applicants will be eligible for sponsorship under the Skilled Worker visa route

## Referees

References will not normally be taken up unless a provisional offer of employment is made. All offers of employment are subject to receipt of satisfactory references covering current or most recent employment and the past three years of work.





Students in the control room of The Sir  
John Hurt Film Studio in Boardman House

# Application and Recruitment Process

## Job Description and Person Specification

Within this pack you will find the job description and person specification for the post for your consideration before you complete your application form.

The Job Description provides information about the main duties and responsibilities for the position. It also explains the purpose of the post.

The Person Specification sets out the experience, skills, abilities and characteristics to perform the duties in the job description.

We recognise that candidates may sometimes not meet all of our requirements. If you like what you've seen so far, we would still like to hear from you.

## Application Form

We ask that applicants complete the application form in full and as clearly as possible.

You may, if you wish, submit a CV with your application form. However, we are unable to accept CVs without a fully completed application form.

The application form is the first stage in the recruitment and selection process and is a key element in being short-listed for an interview and the possible offer of a job.

## Equal Opportunities Monitoring

As part of our commitment to equality, diversity and inclusion, we monitor the diversity of our workforce and applicants to help us review the effectiveness of our policies and procedures.

To help us with this, we ask that you complete the Equal Opportunities Monitoring section of the application form.

## Submission of Application Form

Please submit your completed application form to [jobs@norwichuni.ac.uk](mailto:jobs@norwichuni.ac.uk) quoting reference **A1096** in the subject line.

Please note that we can only accept application forms in either PDF or DOC format.

The closing date for this vacancy is:  
22<sup>nd</sup> October 2024 11.59pm

We regret we are unable to accept late applications.

## Interview Arrangements

Interviews will normally be held on campus.

We will be in touch to let you know if you are shortlisted for interview.

The date of the interview will be:  
7<sup>th</sup> November 2024

Due to the high volume of applications we receive we are unable to provide you with feedback.

If you are shortlisted, we will ask you to provide us with evidence of your eligibility to work in the UK.

We would like to take this opportunity to thank you for your interest in this position and wish you success with your application.

If you have any queries regarding any aspect of the recruitment and selection process, please contact the Human Resources Team by emailing [jobs@norwichuni.ac.uk](mailto:jobs@norwichuni.ac.uk).



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