

Job Description

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| Job Title | Marketing, Campaigns & Communications Officer |
| Salary Scale | LIPA Scale 5/6 |
| Responsible To | Head of Marketing & Communications |
| Responsible For | None |
| Number in Post | 2 |
| Date Drafted | June 2025 |

Job Purpose

The Marketing, Campaigns & Communications Officer plays a vital role in developing and delivering high-impact student recruitment marketing initiatives to attract and convert prospective UK and international students. You will plan and manage multi-channel marketing campaigns, craft compelling content showcasing our courses and coordinate key recruitment events. You will also become an expert user of our CRM to deploy recruitment and conversion tactics to gather leads, nurture them through their applicant journey and convert them into enrolled students.

While student recruitment marketing is the primary focus of this role, you will also support broader institutional marketing and communications efforts, including alumni engagement, research and public engagement, media relations, and corporate communications.

Additionally, you will serve as a strategic business partner for designated academic schools and professional services teams, providing tailored marketing expertise while ensuring an integrated, cohesive approach to communications across the institution.

This is an exciting opportunity for a creative, data-driven marketing professional with strong campaign management skills and a passion for persuasive storytelling.

Major Tasks

1. Student recruitment marketing
2. Event management
3. Strategy development
4. Strategic business partnerships
5. Stakeholder engagement and corporate communications

Job Activities

Major Task 1: Student recruitment marketing

1. Develop, implement, and evaluate multiple organic and paid-for multi-channel marketing campaigns to attract and convert UK and international students
2. Work closely with subject leads to define and articulate key selling points for each course, ensuring messaging aligns with prospective student needs
3. Create innovative and engaging digital and print content that showcases our courses, student life at LIPA and career pathways
4. Lead email marketing and conversion campaigns using our CRM (Azorus), including content creation, audience segmentation, automation, and performance analysis to drive engagement and conversions
5. Maintain and optimize CRM workflows to track prospective student interactions, ensuring effective lead nurturing and conversion
6. Liaise with external suppliers, designers and agencies to develop high-quality campaign assets as needed
7. Ensure all course descriptions on internal and external platforms are accurate, compelling and compliant with Competition & Markets Authority (CMA) guidelines.

Major Task 2: Event management

1. Plan, coordinate, deliver and evaluate high profile institutional events, with a particular focus on undergraduate and postgraduate open days
2. Train and supervise student/graduate ambassadors to ensure they are effective and responsible
3. Manage all aspects of event communications, while optimising lead capture and management in our CRM.

Major Task 3: Strategy development

1. Work with the Head of Marketing & Communications to develop, refine and evaluate LIPA's student recruitment marketing strategy
2. Track and report on key performance indicators (KPIs), including lead generation, conversion rates, campaign engagement and return on investment, to inform on-going and future campaigns
3. Conduct market research, competitor analysis, focus groups and student recruitment trend monitoring to inform long-term planning
4. Undertake student, staff and alumni surveys and focus groups to generate authentic, compelling campaign themes to feed into our recruitment strategy.

Major Task 4: Strategic business partnerships

1. Serve as the primary liaison point for designated academic schools and professional services teams, building long-term communication plans and prioritising requests from a range of areas
2. Be responsive to the needs of your business partners, developing and managing projects that align with these teams' priorities, such as promoting courses, events, news stories, and performance seasons
3. Gather insights from business partnerships to enhance institution-wide marketing and communications planning.

Major Task 5: Stakeholder engagement and corporate communications

1. Create and distribute corporate communications materials, including institutional reports, press releases, staff profiles and strategic updates
2. Contribute to alumni engagement initiatives, including newsletters, digital storytelling and events, to strengthen our global alumni network.
3. Proactively identify and produce compelling stories to profile our staff's practice and research.

Major Task 6: General team responsibilities

1. Maintain brand assets for LIPA and ensure relevant stakeholders are equipped to confidently use the brand
2. Support the operational delivery of Open Days and other major recruitment events which may require travel nationally and internationally and occasional evening/weekend work, with time off in lieu
3. Attend some performances and events LIPA organises, which may require occasional evening/weekend work, with time off in lieu.

Major Task 7: Other Duties

1. Work flexibly including contributing to work projects of a general nature and providing cover for other staff.
2. Participate in staff appraisals and training programmes as required.
3. Carry out duties at all times with due regard to Data Protection/confidentiality, Equality, Diversity and Inclusion, Health and Safety and other policies as agreed and revised from time to time.

Notes:

This job description will be reviewed annually as part of the appraisal process and may be varied in the light of LIPA's changing business needs. The job description sets out the main duties of the post at the date it was drafted. Such duties may vary from time to time without changing the general character of the post or the level of responsibility entailed.

Location:

The job is initially located on our main site. However, it may be that from time to time the post holder will be required to work on different duties, or in any other jobs, within their competence, such jobs being in their present or any other location as may be deemed appropriate. In all cases regard will be paid to the qualifications, experience, current duties and responsibilities and personal circumstances of the post holder.

Hours:

37.5 hours per week, full time

Person Specification – Marketing, Campaigns & Communications Officer

| | | To be identified by: |
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| Education and Qualifications: | | |
| A degree or equivalent professional qualification/experience, in marketing, communications, humanities, or a related field | Essential | Application Form / Certificates |
| Experience / Knowledge: | | |
| Proven experience of planning and implementing successful campaigns across digital and traditional channels ensuring effective use of resources and delivering to deadlines | Essential | Application form / Interview |
| Experience of event planning, promotion, delivery and evaluation | Essential | Application form |
| Experience using CRM systems and/or email marketing platforms to drive engagement and conversions | Essential | Application form |
| Experience with basic graphic design tools (e.g. Canva, Adobe suite) to create engaging visuals for digital and print | Essential | Application form |
| Proven experience in developing and implementing effective communication strategies across multiple channels and stakeholder groups | Essential | Application form |
| Experience in planning and delivering effective content for digital channels, including social media and web | Essential | Application form / Interview |
| Demonstrable experience in content creation, copywriting, and brand storytelling | Essential | Application form / Task |
| Experience working with external agencies, designers, or suppliers to produce high-quality marketing assets | Desirable | Application form |

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| Experience managing paid-for digital advertising campaigns, and strong understanding of digital marketing techniques | Desirable | Application form |
| Experience using CRM systems to automate communications, manage contacts and segment engagement strategies | Desirable | Application form |
| Experience of supervising staff or freelancers on specific projects and activities | Desirable | Application form |
| Experience working in higher education and/or the creative industries and performing arts | Desirable | Application form |
| Knowledge of Competition & Markets Authority, GDPR and relevant higher education marketing regulations | Desirable | Application form |
| Skills and Ability: | | |
| Strong copywriting and editing skills, with excellent attention to detail | Essential | Application form / Task |
| Excellent IT skills, including a high level of competency in the use of Microsoft Office applications and data manipulation | Essential | Application form |
| Excellent campaign management and project coordination skills | Essential | Application form / Interview |
| A results-driven and competitive mindset, with a proactive approach to securing strong campaign outcomes in a fast-paced environment | Essential | Application form / Interview |
| Strong organisational and project management skills, with the ability to manage multiple deadlines and priorities | Essential | Application form / Interview |
| Ability to develop and maintain effective working relationships with a range of stakeholders | Essential | Application form / Interview |
| Ability to analyse marketing performance data and translate insights into actionable improvements | Essential | Application form / Interview |
| Confidence in dealing with a range of people, individually and in groups, positively and effectively at all levels | Essential | Interview |
| Ability to persuade and negotiate | Essential | Interview |

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| Ability to work as a supportive and proactive team member, as well as on own initiative with limited supervision | Essential | Interview |
| Commitment: | | |
| To LIPA's Equality and Diversity policies and practice. | Essential | Interview |
| Enthusiasm and flexibility in their role with a 'can do' attitude. | Essential | Interview |
| Willingness to work flexibly, to travel when necessary and undertake appropriate training | Essential | Interview |