

Job Profile

Job Description

Job Details		
Job Title:	Admissions, Marketing and Student Recruitment Manager	
School/Dept/Institute & Centre:	QMUL Malta Ltd.	
Reports to:	Operations Manager	
Grade 5:	€32,914.80-€37,414.80	Full-Time Reduced – 35hours per week
Appointment period:	Indefinite	
Current location	Victoria, Gozo, Malta	

Job Context

In addition to the home campuses in London, Queen Mary University of London (QMUL) also operates from its own state-of-the-art, custom-built campus in Gozo, Malta. In 2017, QMUL launched a 5-year Bachelor of Medicine, Bachelor of Surgery (MB BS) programme in Malta. Up to 60 students a year will be accepted onto this 5-year programme.

The primary responsibility for the Admissions, Marketing and Student Recruitment is take the lead on developing and implementing all marketing and student recruitment plans for international students looking to study medicine at the QMUL Malta campus. Applicants therefore need to be able to demonstrate considerable flexibility, drive, and sensitivity to strategic priorities. The role will be based at the QMUL Malta Campus in Victoria, Gozo, with regular ongoing contact between relevant teams and stakeholders in both Malta and in the UK.

Main Duties & Responsibilities

As a key member of the team at QMUL Malta, the post holder will work with the local colleagues, our external marketing partner and with London-based colleagues across a number of departments to execute the marketing and student recruitment strategy to maintain student recruitment numbers at Queen Mary, Malta Campus.

The post holder will take the lead on developing and implementing all marketing and student recruitment plans, and will deliver results on a budget spend of approx. £280,000 p.a.

The role holder will embrace the challenge of promoting the QMUL Malta campus as a great place for learning to international students.

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Main Duties & Responsibilities

Admissions

- 1 Work collaboratively with the Head of Admissions in London to deliver on the management of the annual admissions cycle for Malta and the delivery of high quality, efficient, and effective admissions services to applicants and internal stakeholders.
- 2 To deliver on strategic and operational requirements including performance analysis and information reports, QMUL confirmation and clearing, to ensure high quality services are provided to applicants and other stakeholders at all stages in the admissions procedure.
- 3 To line manage, appraise, and establish clear objectives to ensure the development of the 'Admissions Officer'.
- 4 To ensure that processing of applications, handling of enquires and decision-making taking place in accordance with SMD and QMUL admissions policy and procedure upholding agreed standards, while ensuring that admissions data is comprehensive and correct in order to meet external and internal regulatory requirements.

Develop and enhance the applicant journey via marketing

- 5 Develop and continually improve the Marketing and Student Recruitment strategy to drive the recruitment of high calibre students to the QMUL Malta campus.
- 6 Continually assess and improve all customer contact processes and systems acting judiciously on relevant feedback and data to ensure that all channels are well used and provide usable market intelligence to improve the acquisition of students, managing the full prospective student journey.
- 7 Aid in the successful processing of student visas by managing the relationship between QMUL Malta and Identity Malta's Central Visa Unit, liaising with appropriate Maltese/Schengen embassies globally.
- 8 Develop QMUL Malta specific marketing material working both with London based colleagues and crucially key organisations and stakeholders on Malta, in order to leverage their material and their networks in support of the QMUL Malta marketing message.
- 9 Produce and disseminate effective and appropriate material in a timely manner including content for websites and other digital promotion.
- 10 Manage the relationship with the external marketing agency partner to aid recruitment and marketing, providing overall quality control of editorial and brand; while adjusting marketing plans and advertising schedules throughout the year accordingly.
- 11 Manage the Malta marketing budget of approximately £280,000 p.a., reporting regularly on spend and ROI.

Market and Business Development

- 12 Conduct research to identify new recruitment markets, and the steps required to break into this market in conjunction with the Global Engagement Office, identifying and acquiring recruitment agents as appropriate.
- 13 Organise, facilitate and attend relevant meetings and events to stimulate/facilitate QMUL interactions with industry and with government (eg. Education Malta) and public sector partners.

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Main Duties & Responsibilities

Event Management and Community Engagement

- 14 Develop, lead and manage an effective events programme that raises the profile of QMUL Malta, including student recruitment and community engagement through Open Days and conversion events. Supporting organised events in London and internationally as appropriate.
- 15 Oversee and advise on the organisation of community engagement initiatives, providing sound marketing and event planning advice to relevant colleagues

Additional

- 16 Contribute to the University planning process by providing sound and relevant external and internal marketing, communication and student recruitment advice to senior management; collaborating with the Operations Manager and Director of Operations on relevant University matters.
- 17 Examine the organisations needs and priorities to identify the role for marketing, student recruitment and admissions and translate this into measurable objectives ensuring achievement on set KPIs.

Shaping the future. Advice and committees

- 18 Provide information and advice to senior management, including the Malta Operations Committee, based on data generated from marketing, recruitment, and admissions processes in assessing market position, potential, and portfolio development.

The above list of responsibilities is not exhaustive, and the jobholder may be required to undertake other duties commensurate with the level of the role, as reasonably requested by their line manager.

This job description accurately reflects the duties and responsibilities of the role at the time the job description was written. These duties and responsibilities may change over time without significantly impacting on the character of the role, the overall level of responsibility, or its grade.

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Job Specification

This table lists the essential and desirable requirements needed in order to perform the job effectively. Candidates will be shortlisted based on the extent to which they meet these requirements.

Requirements	Essential / Desirable
Qualifications	
Educated to degree level	E
Professionally accredited marketing qualification	D
Knowledge and Experience	
Minimum of 2 years' experience of working in education marketing and recruitment, or international marketing	E
Experience of working in an offshore campus	D
Experience of managing marketing budgets	E
Experience of project management	E
Sound knowledge of UK higher education	D
Understanding of medical education and subsequent careers	D
Skills/Abilities	
Good IT skills, and understanding of the importance of IT systems in marketing educational services	E
Strong organisational skills with the ability to work under pressure and to multiple deadlines	E
Excellent verbal and written communication skills, including presentation skills	E
Good marketing and communication skills across the full marketing mix	E
Ability to undertake market research and analysis, and implement marketing strategies and plans	E
Understanding of CRM systems, preferably within an educational setting	D
Flexible and self-motivated – able to work in a team or alone, as required	E
Able to communicate with confidence across organisational levels and boundaries	E

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Requirements	Essential / Desirable
Able to be travel in the UK, EU and overseas for work, as required, including the ability to be absent from Malta for extended period of any time (up to 2 weeks) with no restrictions on travelling throughout the world	E

Essential/Desirable:

E = Essential: Requirements without which the job could not be done.

D = Desirable: Requirements that would enable the candidate to perform the job well.