
Indicative grade 5/6

Example job titles: Communications Assistant, Marketing Research Officer, Liaison and Recruitment Officer

Experiences

Activities and responsibilities likely to be required when working at this level

Support delivery of events; Deal with email/face to face enquiries from staff and prospective students; Undertaking recruitment and conversion activity; Collate and maintain data and statistics including budget data; Maintain websites; Write, edit and proofread copy; Lay out and typeset printed student recruitment publications

Personal and professional development

Development options to consider when working towards this level

On the Job Learning

Finding opportunities to use
Drupal/Indigo; Attend/volunteer

Indicative grade 8

Example job titles: Data and Research Manager, Design and Communications Manager, Liaison and Recruitment Manager

Experiences

Activities and responsibilities likely to be required when working at this level

Manage the quality, processes and staff involved in production of student recruitment marketing materials; Set objectives in line with strategy and lead a team to deliver on objectives; Carry out data and market research to support and inform student recruitment and publications; Commission external research and source external budget

Indicative grade 9

Example job titles: Head of Marketing and Communications; Head of Student Recruitment Marketing

Experiences

Activities and responsibilities likely to be required when working at this level

Contributes to the development of strategy, policy and practice on matters related to student recruitment and marketing; Setting objectives for teams to deliver in line with strategy; Lead on implementation of student recruitment strategy in designated area(s); Negotiate and approve contracts with suppliers, agencies, funding bodies; Manage section budget; Coordinate production of marketing collateral across print and digital media; Develop a CMA compliant framework within which UCL student recruitment communications are delivered.

Personal and professional development

Development options to consider when working towards this level

On the Job Learning

Contribute to development of strategy; demonstrate commitment to change and innovation.

Interactions with others

Senior team network; Chairing seminar groups; Engage with professional bodies; Maintain links with sector bodies and peers in similar institutions.

Formal training

Relevant leadership training.

UCL Ways of Working for Professional Services

These describe expected behaviours in line with UCL culture and values.

For further information, and more detailed indicators, search "UCL Ways for Working for Professional Services" on the UCL website.

Personal Excellence

Following through on commitments to people and tasks.