Job Profile

Job title	Student Recruitment and Marketing Officer
Reporting to	Senior Business Operations Officer
Employer	Anna Freud
Salary	£33,990 FTE per annum, plus 6% contributory pension scheme
Location	Hybrid (a mixture of home/onsite working): working from home and Anna Freud, 4-8 Rodney Street, London N1 9JH, in line with Anna Freud's hybrid working policy. Specific working arrangements will be discussed during the interview process.
Working hours	Part-time (14 hours per week): worked between Monday and Friday, 09:00-17:00, which must include Wednesday
Holidays	27 days plus Bank Holidays FTE
Contract type	Permanent
DBS level	Standard

About Anna Freud

We are a world-leading mental health charity for children, young people and their families. Our purpose is to take everything that we have learned over the last 70 years, and to transform the mental health of current and future generations of children and young people, to close the gap between mental illness and mental wellness – and to create a more compassionate society for everyone. Our vision is a world where all children and young people are supported effectively to enable them to develop their emotional and mental health, build on their strengths and achieve their goals in life. Our mission is to close the gap in wellbeing and mental health by advancing, translating, delivering, and sharing the best science and practice with everyone who impacts the lives of children, young people and their families.

Purpose and overview of the role

The Student Recruitment and Marketing Officer is based within Postgraduate Education Support Services (PESS) within the Education and Training Division. Anna Freud works in close collaboration with University College London (UCL) to deliver a growing portfolio of postgraduate programmes (currently totalling 13 programmes), with UCL as the awarding body. Postgraduate Studies (PGS) is grouped into two 'streams': the Academic Research stream, which consists of a range of programmes delivered at Doctoral and Masters level, and the Workforce Development stream, which consists of a mix of Postgraduate Certificates and Diplomas aimed at expanding the workforce in child mental health.

With a growing programme portfolio and increasing number of students, the post-holder will lead on all student recruitment related communications and marketing for PGS, including the organisation and delivery of recruitment activities aimed at prospective students and alumni.

An immediate priority of the role will be a specific web content project, involving migration of existing content, editing of copy and creation of new content. This project will be undertaken in collaboration with key stakeholders in Business Operations, the wider PESS team and in line with the responsibilities outlined below.

Main responsibilities of the role

Working under the direction of the Head of Operations (and Deputy Head - Student Operations where relevant), the Student Recruitment and Marketing Officer will:

- Act as a central point of contact with the central UCL and Faculty Communications and Marketing teams, for all communications and marketing related matters, pertaining to the delivery of programmes;
- Act as the main point of contact with Anna Freud's Brand, Marketing and External Affairs team, for all communications and marketing related matters, pertaining to the delivery of programmes;
- Annually report back to the PESS Management Team, providing an update on student recruitment activities and the conversion rates of enquirers to applications, offer holders and acceptances;
- Report back to the Head of Operations and PESS Leadership team as required on current student recruitment statistics and other related information;
- Create an annual marketing plan of activities, with timeframes and allocation of resources mapped out;
- Lead on maintaining and editing postgraduate studies' web pages as well as creating new online content as necessary;
- Organise annually, all updates to UCL's Graduate Prospectus entries for programmes, ensuring these are reviewed and submitted in line with UCL deadlines;
- Manage all updates to marketing content related to student Bursaries and Scholarships and promote these to a wide audience to support accessibility

and the Division's widening participation strategy;

- Bi-annually update and review Anna Freud content in the UCL Core Information Handbook, and prepare ready for use by all PGS programmes (for both September and January intakes);
- Organise, promote and deliver a series of online webinars and in-person events to support student recruitment activities throughout the academic year, aimed at an audience of enquirers / prospective students;
- Represent Anna Freud at any UCL arranged student recruitment marketing events and coordinate input from other colleagues as necessary;
- Lead on marketing of new programmes and updating content to reflect programme amendments in line with UCL guidance from the Consumer Markets Authority (CMA), which seeks to comply with consumer protection laws;
- Oversee any social media campaigns for postgraduate studies and/or the development of social media content;
- Create marketing materials for programmes and wider PGS work as required, e.g. brochures, leaflets, roller banners, branded merchandise, etc;
- Create media content e.g. marketing videos and working with suppliers e.g. videographer and other freelance companies;
- Work closely with the Senior Course Tutor, Editor, and Business Operations colleagues to support the delivery of the PGS alumni strategy, including organisation and delivery of Alumni Network events and creation of alumni profiles;
- Work closely with the Education Support Officer(s) who under guidance, can offer some assistance with updating marketing materials and support delivery of recruitment events;
- Undertake any other relevant ad-hoc project work as instructed by the Head of Operations or Senior Business Operations Officer e.g. branding/re-branding exercises;
- To engage in CPD activity as relevant to the role, including becoming a member of the UCL Student Recruitment Community of Practice.

All employee responsibilities:

- To maintain an awareness of and actively follow and promote Anna Freud's policies, including Equal Opportunities, Health and Safety, Safeguarding and Information Governance;
- To complete all Anna Freud mandatory training, including but not limited to Safeguarding, Health and Safety, Equality and Diversity and Information Governance, within the required timescales;
- The welfare of the children, young people and vulnerable adults who come into contact with our services either directly or indirectly is paramount and all staff have a responsibility to ensure that best practice is followed, including compliance with statutory requirements;
- To lead by example by demonstrating the values and behaviours in the Anna

Freud behavioural framework, making sure both how we work and what we achieve are equally important;
- To contribute to a values-led culture, recognising that the behavioural framework is shaped by staff across Anna Freud.

To be noted

This is not an exhaustive list of tasks; the employee will be asked to undertake other ad hoc tasks relevant with the scope and purpose of this role. This job description reflects the present requirements of the role, and as duties and responsibilities change/develop, the job description will be reviewed and be subject to amendment in consultation with the post-holder.

Person Specification

Before starting your application, please view the table and further information below in full to understand the role requirements. The key criteria used to assess candidates are listed below. Please refer to the assessment method for which stage the criteria will be assessed. **Please ensure all criteria listed to be assessed at application stage are evidenced in your supporting statement.**

Criteria	Assessment Method (Application/Interview/Task)
Qualification/training, experience and/or knowledge	
Educated/trained **or** equivalent experience in communications, marketing and events within a higher education context	Application/Interview
Experience of designing and producing quality marketing materials for a student/trainee audience (including print, audio-visual and digital content)	Application/Interview
Skills and/or abilities	
Good IT skills, including the ability to work with: • MS Office suite, InDesign, Photoshop and Google Analytics, • Social media platforms (e.g. Facebook, Instagram, LinkedIn, Bluesky), • Communication platforms to support the delivery of online events (Teams, Zoom): • Web editing software to maintain and update web pages and content.	Application/Interview/Task
Ability to work independently and as part of a team whilst under pressure, working across programmes and taking on additional work to support departmental objectives	Application/Interview
Ability to work proactively, manage own workload and prioritise conflicting deadlines with little supervision, across different projects	Application/Interview

Ability to deal with high volumes of information with high accuracy and attention to detail	Application/Interview
Strong verbal, written communication and interpersonal skills to cultivate positive working relationships with a variety of internal and external stakeholders, including staff, students, enquirers (prospective students) and alumni	Application/Interview/Task
Understanding of and commitment to equity, diversity and inclusion within a communications and marketing context	Application/Interview/Task

During the interview(s), candidates will be asked about our values and equity, diversity and inclusion (EDI). We expect everyone to actively demonstrate our values and inclusive behaviours in all areas of their work. Please read about our values and our commitment to EDI before starting your application.

Equal opportunity

We ask you to share your diversity dimensions with us as it helps us to identify, tackle and prevent any bias appearing across the employee lifecycle at Anna Freud. Monitoring this information allows us to understand how well our efforts to improve diversity, equity and inclusion are working. Your responses will be held securely by our Recruitment team in accordance with our privacy policy and will not be seen by recruiting managers or the interview panel at any stage, therefore your responses do not form part of our selection process. Please read our selection process for what to expect when applying for a role.

Further support

We want to ensure all candidates can access and apply for our vacancies equitably. We aim to provide reasonable adjustments where operationally possible for the work that we do. Please read our application guidance for frequently asked questions. If you require any assistance to apply or would like to find out more about the role, please contact us via recruitment@annafreud.org.

Post-interview

If successful after interviewing, you will be notified verbally with a job offer and pre-employment checks will be initiated.