S P Jain London School of Management

Job Title:	Marketing & Student Recruitment Officer	**Job Category:**	Professional Services
Department/Group:	Marketing & Student Recruitment	**Job Code:**	2 Harbour Exchange Square, London, E14 9GE
Location:	London, United Kingdom	**Employment Type:**	Permanent
Level/Salary Range:	£28,000-£30,000 depending on experience	**FTE:**	1

Reporting to:	Digital Marketing Manager
Qualifications & Experience:	Relevant experience in marketing, communications, content creation or student recruitment, with evidence of effective digital content delivery

Job Description

Main purpose of the job:

To provide dedicated hands-on capacity across SPJ London's marketing and student recruitment activity. Working under the strategic direction of the Digital Marketing Manager and in close partnership with the undergraduate and postgraduate student recruitment leads, the postholder will turn campaign plans into consistent, high-quality delivery.

This is a varied, student-facing role combining social media and content creation, HubSpot email delivery, student stories and Student Content Ambassador engagement, filming and editing, website content support, reporting and selected recruitment events.

Indicative focus of the role:

- Social media and content creation - 35%
- Email and CRM campaign delivery - 20%
- Student recruitment and outreach events - 25%
- Filming, editing and creative production - 15%
- Website support and reporting - 5%

The balance will flex across the recruitment cycle and in response to campaign priorities.

Main duties and responsibilities:

Social media and content creation

- Maintain an agreed content calendar across Instagram, TikTok, LinkedIn and YouTube, ensuring a regular and purposeful publishing rhythm.
- Create, adapt, schedule and publish student-centred content in line with campaign priorities, brand guidelines and platform best practice.
- Develop short-form video, photography, graphics, captions, blogs and other assets using tools such as Canva and video-editing software.

- Work with the Digital Marketing Manager to translate wider recruitment and content strategy into channel-ready content, while contributing ideas based on platform trends and student insight.
- Monitor comments and messages, escalating admissions, welfare or reputational enquiries to the appropriate colleague and supporting timely follow-up.
- Help strengthen SPJ London's relevance and visibility with UK-based prospective students while supporting the School's international positioning.

Email and CRM campaign delivery

- Build, format and schedule marketing emails in HubSpot using approved reusable templates, supplied campaign plans and copy direction.
- Support overlapping undergraduate communications with the Head of Undergraduate Student Recruitment, including prospective-student, UCAS, offer-holder, post-event and lead-nurture activity.
- Provide agreed delivery support for postgraduate campaigns in partnership with the Head of Postgraduate Student Recruitment.
- Assist with manual sends, workflow updates, event follow-up and reporting, escalating data, consent or technical issues promptly.

Student voice, testimonials and Student Content Ambassadors

- Proactively source, coordinate and capture written and filmed testimonials from current students, alumni and parents where appropriate.
- Prepare interview questions, scripts, briefing notes and consent documentation, manage follow-up and keep a searchable bank of approved stories and assets.
- Support the Student Content Ambassador Programme through clear briefs, scheduling, content ideas, regular communication and accurate records of contributions.
- Coordinate ambassador support at selected campus events, including open days, where required.

Filming, editing and creative production

- Support filming for student interviews, open days, Global Learning activities, sport, campus life, faculty content and other priority stories.
- Edit short-form content into accurate, engaging outputs suitable for organic social media, email, web and paid campaign use.
- Organise footage, photography, project files, permissions and final assets so content can be found, reused and repurposed efficiently.
- Work alongside the Digital Marketing Manager on specialist camera-led production.

Student recruitment outreach and events

- Develop in-depth product knowledge of the BBA programme, including its curriculum, entry requirements, scholarships, global study locations, student experience and career outcomes, alongside a strong working knowledge of SPJ London's postgraduate programmes.
- Attend selected school outreach events, exhibitions, open days, fairs, campus tours and campus visits where marketing or student-engagement support is required.
- Represent SPJ London professionally, speak confidently with prospective students and parents, and support tours, registrations and event delivery as briefed.
- Capture suitable event content and student reactions, obtain permissions, and coordinate timely post-event content and communications.
- Work with recruitment colleagues to identify recurring questions and insights that can improve future campaigns and content.

Website and digital content support

- After training, support routine website and landing-page content updates, including copy, imagery, video, links and calls to action within agreed permissions.
- Help keep campaign information current across relevant channels.
- Proofread and quality-check pages, forms and campaign links across desktop and mobile, recording issues clearly for resolution.

Reporting, planning and administration

- Maintain simple, accurate reports covering channel growth, audience location, engagement, traffic, email performance, content output and campaign contribution.
- Use performance data and audience feedback to recommend practical improvements to content format, timing and distribution.
- Maintain clear trackers, deadlines, content permissions, file structures and handovers so priority work progresses consistently.
- Participate in marketing, recruitment, web and campaign meetings, record actions and communicate risks or capacity constraints early.

Other duties

- Work with academic and professional services colleagues to coordinate marketing and student recruitment activity.
- Undertake occasional evening and weekend work for open days, recruitment events and other priority activity.
- Undertake any other duties commensurate with the level of the post.
- Promote equality, diversity and inclusion in the performance of the role.
- Actively participate in learning and development to meet the requirements of the role and the organisation.

Person Specification

Essential criteria:

Qualifications and experience

- Relevant experience in marketing, communications, content creation, student recruitment or a related area.
- Evidence of creating effective social media content, including short-form video, written copy and simple branded graphics.

Skills, knowledge and abilities

- Confidence filming and editing content using a smartphone or camera and appropriate editing software.
- Strong written English and proofreading skills, with the ability to adapt tone for prospective students, parents, current students and professional audiences.
- Excellent organisation, with the ability to manage multiple deadlines, maintain accurate trackers and follow agreed approval processes.
- A collaborative, student-centred approach and confidence engaging with people from varied cultural and educational backgrounds.
- A practical understanding of social media analytics and the ability to draw clear actions from performance data.
- Careful handling of personal data, consent and confidential information.

- Good general digital skills and willingness to learn systems and develop across social media, CRM, web, filming and recruitment activity.

Business requirements

- Able to take a flexible approach to work, including occasional evening and weekend activity.
- Commitment to delivering an excellent prospective-student and student experience.
- Commitment to equality, diversity and inclusion, and to own professional development.

Desirable criteria:

- Experience using HubSpot or another CRM or email-marketing platform.
- Experience using Canva, Adobe tools, CapCut, Premiere Pro or comparable creative software.
- Experience in higher education, student recruitment, admissions, outreach or youth-focused marketing.
- Experience supporting events, school outreach, campus tours or prospective-student engagement.
- Basic website or CMS experience.
- A valid UK driving licence is desirable but not essential.