

Marketing & Student Recruitment Coordinator

Full time (35 hours a week), salary up to £27,000 per annum

The National Film and Television School (NFTS) Beaconsfield

First established in 1971, the National Film and Television School (NFTS) has evolved to become a leading global institution, developing some of Britain's and the world's top creative talent in film, television and games. It is widely acknowledged to be the top school of its kind in the UK and one of the best internationally, being named as one of The Hollywood Reporter's top international film schools for over a decade. The NFTS is a registered charity (313429).

We are currently recruiting for a **Marketing & Student Recruitment Coordinator**. This is an exciting opportunity to join our positive and enthusiastic Marketing & External Relations team, here at one of the world's best film schools!

This is a varied role, supporting the Marketing Manager, Student Recruitment Manager, Head of PR & Communications and Digital Content Coordinator in our aim to drive the recruitment of high-quality students to fill NFTS courses in Beaconsfield and across the UK, including our hubs in Scotland, Wales and Leeds, through targeted communications, advertising, events, social media and other marketing activities.

The Marketing & Student Recruitment Coordinator is the face and voice of the NFTS, often acting as the first point of contact on email and phone communications and at events so the successful candidate will be confident, personable and professional.

Duties include creating email marketing campaigns, assisting with the design of marketing materials, attending student recruitment events, managing our very active enquiries and calling applicants to follow up on leads. The successful candidate will enjoy working in a changing and varied environment, be well organised, and able to handle regular, routine tasks. Social media experience would be advantageous. Proactivity, good oral and written communication skills, and the ability to deal effectively with staff and students is essential.

For further information about this role and information on how to apply please visit:

<https://www.nfts.co.uk/nfts-jobs>.

The closing date for applications will be **Sunday 14th July**.

Interviews to be held week commencing 22nd July.

Please note that we are unable to sponsor candidates for this role, so we are only able to accept applications from candidates who are able to demonstrate their right to live and work in the UK. If you do not have the right to work in the UK, we will not be able to progress your application.

At the NFTS, people are at the heart of what we do. We're an inclusive employer and are committed to equality of opportunity, and building a culturally diverse workforce. We are committed to being an anti-racist organization and to increasing our representation of staff from Black, Asian and minority ethnic communities. We strongly encourage applications from all backgrounds.

MARKETING & STUDENT RECRUITMENT COORDINATOR

Based at the National Film and Television School (NFTS) Beaconsfield

Responsible to: Student Recruitment Manager

Full time, 35 hours per week, some evenings and weekends required

Salary: up to £27,000 per annum

Purpose of the role:

To support the work of the Marketing and External Relations team across all areas, which will include some evening and weekend working.

Core duties and responsibilities include but are not limited to:

Marketing

- Create email marketing campaigns including collating and writing copy for targeted audiences
- Assist with the design and production of marketing materials and literature, such as adverts, web content, brochures and printed materials
- Ensure the NFTS brand is represented correctly and consistently throughout all materials
- Assist with the organisation and scheduling of photographers and videographers for creating marketing content

Student Recruitment

- Assist with the organisation of, and attendance at, student recruitment events including Open Days, Taster Days and Career Fairs
- Manage our very active enquiries inboxes and respond in a timely, friendly and professional manner
- Assist with calling and contacting draft applicants, and follow up on student recruitment leads and offer tours of the school
- Work with the Student Recruitment Coordinator to develop and strengthen relationships with heads of department and identify specific recruitment requirements

Social

- Craft engaging and informative social copy and articles for the NFTS website to promote courses, recruitment events and student/graduate stories, within tight timeframes
- Assist the Digital Content Coordinator with cross-platform social strategies to drive student recruitment
- Research trends and content ideas for social media platforms including Instagram, TikTok and YouTube to attract, inform, and engage target audiences across the UK and internationally

Person specification

- An interest in film, TV and/or games
- A passion for digital marketing and social media
- Enthusiastic, proactive and hard-working – a ‘can-do’ attitude
- Bright and self-motivated

- Polite, confident and personable
- The ability to work well as part of a team
- The ability to use your own initiative whilst also sharing information with your manager and the rest of the team
- Able to work evenings and weekends at events, where necessary

Essential skills

- Excellent creative writing skills and ability to optimise tone of voice for different audiences and platforms.
- Proactive. Highly organised with an exceptional attention to detail and the ability to prioritise effectively.
- An excellent administrator and good at multitasking - able to organise multiple projects and deadlines.
- Excellent verbal and written communication skills at all levels (staff, management, donors, prospective students, suppliers and venue contacts)
- Computer literate, with good capability in Google Drive, Outlook and Microsoft Office
- Social media savvy with strong capability and knowledge across platforms
- Excellent time management skills
- Excellent attention to detail
- Able to work under pressure

Desirable

- Knowledge of the media/creative industries
- Confident, professional and friendly phone manner
- ESP experience (Such as Mailchimp)
- Knowledge of digital marketing techniques such as PPC and SEO
- Experience with CRM systems (Hubspot)
- Knowledge of CMS systems (Hootsuite)
- Knowledge of Google Analytics
- Experience working in a Marketing or Communications role (agency or in-house)
- Knowledge of Canva, Photoshop, InDesign, Premier Pro or other editing software
- Experience working in an educational setting would be beneficial, but not required