

Level: Developing/Skilled

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 at student recruitment events.

Interactions with others

Shadowing skilled lead.

Formal training

My Finance; SITS; Drupal training; Gecko/Radius; WCSIL.

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

Being able to recognise and report bullying, harassment and discriminatory behaviour.

Serving colleague and stakeholder needs as efficiently and effectively as possible.

Being consistent and doing what you say you will do.

Planning effectively so that work is delivered and others are not delayed.

Working Together

Being a collaborative member of your team.

Actively seeking out feedback and opportunities to develop.

Building rapport and being comfortable talking to others.

Being open to feedback to improve the quality of your work.

Achieving Our Mission

Understanding how your work fits in with others' and its importance in the wider context.

Bringing a positive attitude to change or innovation.

Working methodically, prioritising and managing a reasonable amount of tasks.

Planning effectively and recognising and flagging any delivery problems ahead of time.

Transferable skills and competencies

ACHIEVING PERSONAL WORK GOALS AND OBJECTIVES

ADAPTING AND RESPONDING TO CHANGE

WRITING AND REPORTING

Level: Independent

Indicative grade 7

Example job titles: Senior Market Research Officer, Senior Communications Officer, Senior Liaison and Recruitment Officer

Transferable skills and competencies

ANALYSING

DEVELOPING RESULTS AND SETTING CUSTOMER EXPECTATIONS

PRESENTING AND COMMUNICATING INFORMATION

Experiences

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

Oversee aspects of the production of UCL's recruitment publications; Check for CMA compliance; Plan and deliver events; Carry out market research and statistical analysis to support student recruitment; Liaise and collaborates with faculty to produce marketing strategy; Contribute to the design of digital marketing activities; Work with faculties and/or departments to deliver online events for enquirers and offer holders; Design student recruitment-focused video content; Research and implement website functionality to support production of recruitment publications; Building relationships with key stakeholders.

Personal and professional development

Development options to consider when working towards this level

On the Job Learning

Build greater cultural/audience awareness; Report writing and proof reading; Data analysis; Secondments; undertake public speaking and presenting.

Interactions with others

Attend CAM Plus forums; relevant conferences (e.g BUILA, UUK,UKCISA); build up UCL network.

Formal training

CMA training; IPA foundations; CIM (strategic planning); Initial TMP; Financial management; Project management (advanced); digital marketing.

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

Being supportive and kind to others around you.
Persistently committed to providing a responsive and helpful service.
Taking time to appraise situations and to consult where necessary.
Having zero tolerance to bullying, harassment and discriminatory behaviour in teams.

Working Together

Delegating with appropriate guidance and encouraging initiative.
Giving timely, actionable feedback and seeking feedback yourself.
Promoting personal and professional development for yourself and others.
Finding creative ways to document and share solutions to standard situations and/or problems.

Achieving Our Mission

Willing to try new ideas which may improve outcomes.
Being clear on how your work and that of your team fits into overall UCL 2034 objectives.
Willing to work with teams from the extended UCL community on cross-institutional projects.
Working to a plan and knowing how individual tasks and responsibilities fit into it.

Level: Advanced

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 data; Develop new initiatives and seek new opportunities in line with strategy; Coordinate recruitment activity; Work with senior internal and external stakeholders to deliver departmental marketing strategy; potential budget management.

Personal and professional development

Development options to consider when working towards this level

On the Job Learning

General planning and evaluation; People management; Lead a project.

Interactions with others

Shadow/ secondment project to provide experience of budget and people management; Specialist professionals; Management consultants (external).

Formal training

Budget management; Fundamentals of management; Tableau/analysis dashboards.

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

Responding proactively to the needs of colleagues and students.

Making inclusivity core to actions and decision-making for self and team.

Role-modelling an ability to balance work and personal needs.

Delivering on commitments to tasks and people.

Working Together

Listening closely, and speaking with clarity to colleagues, students and stakeholders to build rapport and credibility.

Sharing relevant knowledge and experience and encouraging those around you to do the same.

Empowering others by giving them freedom to act, and recognising their achievements.

Letting relevant colleagues, stakeholders and wider communities know what's happening at all stages.

Achieving Our Mission

Demonstrating clarity about how your work fits into the wider UCL mission and what you can do to support the 2034 goals.

Defining objectives and setting out clear and relevant future goals.

Being able to monitor and manage multiple projects.

Accepting accountability for your own decisions and actions.

Transferable skills and competencies

LEADING AND SUPERVISING

RELATING AND NETWORKING

PLANNING AND ORGANISING

(see pages 8-9)

Level: Senior

Indicative grade 9

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

Transferable skills and competencies

WORKING WITH PEOPLE

DECIDING AND INITIATING ACTION

CREATING AND INNOVATING

(see pages 8-9)

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.
Having an adaptable and flexible approach, seeking ways to do things better.
Showing an active commitment to inclusion and diversity.
Visibly demonstrating supportive leadership.

Working Together

Encouraging others to pursue their development needs, and exploring options with them.
Being able to give, and receive timely and constructive feedback.
Proactively working with other people, teams and functions for the benefit of the institution.
Sharing information and keeping all relevant parties in the loop.

Achieving Our Mission

Providing a clear strategic direction and making sure everyone has what they need to get the job done.
Encouraging innovative ways of working that benefit the organisation, based on robust understanding of processes and practices.
Setting appropriate challenges and being clear around individual responsibilities.
Letting others take ownership of their decisions.