

HELOA Conference

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Two teams, one way of working. A collaborative approach to Student Recruitment and Marketing

Edge Hill University

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Teams came together in 2019.

Admissions team in separate area.

Discussion: What challenges do you experience at your institution in relation to collaborative working across Student Recruitment and Marketing?

What doesn't work?

Conflicting priorities

Lack of awareness of what each team is doing

People go rogue

Not sharing resources

Not contributing to prospectus - student recruitment being involved too late. They are front line and see and hear what's going on for the end user

More collaborative working on materials

What works?

Small team, student recruitment manager attends marketing team meetings and we have wider marketing, admission, recruitment and communication department meetings so we can hear what each team is doing.

Aligning strategic planning and priorities.

Oversight of each sub teams plans and discuss.

Managing cross team projects

Open day support for academic departments. Secret shop talks and tours. Usually departments with lower recruitment figures or poor feedback from open days. Teams feedback to academics to say what could be improved. E.g. stats, presentation look and feel.

Consistent communications with marketing campaigns.

Resources for outreach activity: student recruitment, education liaison and events involved in creating stands for events with marketing services.

Prospectus and other marketing materials given out at events are fit for purpose. Focus groups and surveys with Youth Sight to ensure they are what students want.

Advertising: predominantly with marketing team. Work closely with student recruitment. Ensure out of home is placed in right target area. E.g. by schools. External sites such as The Student Room and WhatUni to ensure the right messaging is in place.

Content generation: subject statements to highlight key points of studying course and USPs. Used on website, prospectus, advertising. Student recruitment can use these at presentations.

Student profiles.

Academics research.

Video content such as campus tours, subject tasters.

Virtual events and always on content.

Strong working relationships

Weekly managers meetings and highlight report. In advance of meeting, each member writes a report to discuss highlights of what's being worked on. Post meeting, cascade to teams.

Shared calendar. Account management with academic departments to see what's being asked.

Strong awareness of recruitment cycle so marketing understand call to action for materials/comms. All encouraged to keep up with policy updates.

Marketing do applicant days and open days.

Join up the dots – especially with academic departments and to let each team know if necessary to attend meetings.

Small cross team working groups to foster relationships. Meet every couple of months.

This can be fostered amongst student recruitment and marketing teams and doesn't need to come top down.

Ideas where teams have different Directors:

- Share docs and operational/ Strategic plans / UCAS events attending
- Invite each other to your own team meetings
- Edge Hill set up Recruitment and Admissions group and meet every 2 months