APPOINTMENT OF:

Student Recruitment and Marketing Officer

INTRODUCTION

MLA College is an independent provider of Higher Education, specialising in technology enhanced learning for the marine sector. Part of the Institute of Marine Engineering, Science and Technology (IMarEST) and an academic partner of Plymouth University, we have pioneered the successful delivery of higher education to a workforce deployed at sea for extended periods of time. MLA’s innovative Total Learning Package combines the very latest thinking in pedagogical theory, with a cutting-edge app-based e-learning delivery platform. MLA is proud to have won numerous awards over the last 4 years, including a Times Higher Education Award, a Business Innovator Award and a Learning Technologies Award.

MLA has expanded recently into offering new BSc and MSc programmes, and also a selection of training courses, to mature students based worldwide. As our student numbers grow, we are now looking for a special person to fulfil this new role, and join our friendly team. You'll be providing advice and guidance to applicants about the student journey, and advising students and other stakeholders on why they should choose a course of study at MLA College.

THE ORGANISATION

Marine Learning Alliance (MLA) is an independent company, specialising in technology enhanced learning for the marine and maritime sector. We are an approved Plymouth University Academic Partner, and operate in a similar manner to a private Higher Education institution. Our aim is to support the delivery of world-class education and training in marine related subjects to the widest possible audience.

MLA is a Plymouth University spin out, which is now a wholly owned subsidiary of the Institute of Marine Engineering, Science and Technology (IMarEST). MLA benefits significantly from the IMarEST association, as it is
the largest marine organisation of its kind with a worldwide membership of over 20,000 based in over 100 countries. A registered charity providing grades of membership for everyone, including those seeking to become Chartered or gain other Professional Recognition, the IMarEST’s mission is to work with the global marine community to promote the scientific development of marine engineering, science and technology, providing opportunities for the exchange of ideas and practices and upholding the status, standards and expertise of marine professionals worldwide.

MLA’s work is currently divided into two main areas:

1. **Higher Education**
   a. The **Hydrographic Academy** DipHE and PGDip programmes, which have been running successfully since 2012
   b. **BSc and MSc Sustainable Maritime Operations** programmes.
   c. MSc ‘top up’ programmes in meteorology, oceanography, applied navigation, hydrography; and soon, engineering

2. **Training**
   a. Development and delivery of short online **training courses**, often tailored to professional body requirements, delivered using our award winning mobile learning platform

This sales-focussed role crosses all of these areas, with an emphasis on using your experience of sales and marketing, and your outstanding communication skills to drive marketing activities and achieve student recruitment targets.

We pride ourselves on being a small, friendly company in which to work. Based in an attractive location on Plymouth Science Park, employee benefits are excellent, and we have a family-friendly and flexible working policy. MLA strives to be an equal opportunities employer.
THE JOB

1. Job purpose

To take the lead in student administration and management, including the systems and processes involved with MLA’s Plymouth University Academic Partnership.

2. Candidate profile

You’ll be providing advice and guidance to applicants about the student journey, and drive sales and marketing activities to achieve student recruitment targets. You should be comfortable in this environment, and continually look at ways to develop and improve business performance. You’ll have the confidence to pick up the phone and build strong relationships with both existing and prospective students, and have outstanding written communication skills in order to deal with day to day email enquiries. Ideally qualified to degree level or equivalent, you will be able to work on your own initiative and as part of a team to meet the requirements of the role.

Experience of administrative functions to assist with updating our student records database is also important, along with a proven ability to help us deliver our commitment to an “outstanding student experience”.

3. Scope

- Reporting directly to the Chief Executive
- Representing MLA to customers and students, and our other stakeholders
- A focus on customer service and ‘the student experience’

4. Principal Accountabilities

The most important tasks that the post holder will be expected to undertake in his/her day to day work are:

- Deal with first-line student enquiries by email and phone, and manage and track all enquiries through to a successful resolution
• Build strong relationships with both existing and prospective students, and corporate clients
• Take responsibility for converting student enquiries into registrations, meeting corporate and individual targets
• Work with the MLA College team, and liaise effectively with the IMarEST team in London to develop marketing, advertising and promotion activity
• Support the Partnerships and Admissions Manager and the wider team to ensure that MLA College students receive an excellent service at all stages of their involvement with MLA College
• Work with the Partnerships and Admissions Manager on the student admissions/progression process, checking qualifications and certificates as necessary
• Updating MLA’s student database, maintaining records to required standards and within appropriate legislation (e.g. Data Protection)
• Act as an ambassador for MLA College at all times and work with the MLA team to develop and deliver an ethos of ‘outstanding student experience’.

BRIEF SUMMARY OF TERMS OF EMPLOYMENT

MLA is committed to providing the best terms and conditions of employment that it can and arrangements which promote an appropriate work/life balance for its staff. It has adopted some arrangements which can help staff to achieve their preferred balance such as home and flexible working.

• Terms: This is a permanent post, part-time to start, but potentially becoming full time depending on business needs. It is envisaged that the successful candidate would spend 4-5 hours a day in the office, spread over a 5 day working week. This would equate to 22 hours per week (0.6 FTE) to start.

• Location: The post is based at Marine Learning Alliance Ltd, 205 Plymouth Science Park, Davy Road, Derriford, Plymouth. PL6 8BX

• Salary: £20,000 to £24,000 FTE depending on qualifications and experience

• Working hours: 22 hours a week to start
• **Holidays**: 23 days a year (FTE) of paid leave. You will earn one additional day’s holiday (FTE) for each year worked, up to a maximum of 5 additional days

• **Benefits**: MLA contributes up to 16% of salary (age dependent contribution bands) to a Stakeholder Pension Scheme. MLA also provides family private healthcare as an additional benefit, along with a childcare voucher scheme

• **Probationary period**: The appointment will be subject to a 6 month probationary period

**HOW TO APPLY**

To apply for this post please send an up-to-date CV and a detailed letter (no more than 2 sides of A4) by email, outlining why your skills and experience make you the ideal candidate. We suggest that you make reference to the requirements outlined in the Job Description and the Person Specification in your covering letter.

Contact details are:

Dr Richard Thain  
Chief Executive  

Marine Learning Alliance  
205 Plymouth Science Park  
Davy Road  
Derriford  
Plymouth  
PL6 8BX  

richard.thain@mla-uk.com

The deadline for receipt of applications is **9.00am on Monday 13th November**.
Please note that we are only able to consider applications from those individuals who are eligible to live and work in the United Kingdom.

Interviews

Interviews will be held during on the 16\textsuperscript{th} and 20\textsuperscript{th} November. It is hoped that the successful candidate will be able to take up the post in January 2018.