

Professional Services Staff Member Election 2024

Lauren Johnston-Smith

I joined the University in 2010, working for seven years in CMVM's Graduate School before moving in 2017 to Information Services Group, where I remain in the role of Online Learning Marketing Strategy Manager. With a University career in two quite distinct parts of our institution, and my current role representing courses and degrees from all three Colleges, I bring to this role 14 years of experience and a robust understanding of our organisational structures.

I've had a successful career in student recruitment marketing, working in both postgraduate and undergraduate, on-campus and online, home and overseas. I currently lead the marketing strategy for online learning and can bring insight and knowledge about lifelong learning and the role that the University plays in providing open learning for all. I have a solid understanding of the application process, student needs, academic expectations and recruitment targets. I've been involved in various touchpoints on the student journey over my career, from high school fairs and open days to websites and induction events. Prior to joining the University, I was head of marketing and press at the Scottish Chamber Orchestra, and worked in student recruitment at ECA when it was still a 'small specialist institution' and as a marketer in the visual arts.

I have been involved in a variety of University-wide working groups over the years and am currently a member of the Student Recruitment Management Group and the Short Courses Strategy Group. I work in a multidisciplinary team in Information Services Group and am connected to a wide range of professional services staff, from learning technologists and web designers to project managers and librarians. My extensive experience of and insight into the wider workings of the non-teaching community would empower me to give voice to as wide a constituency as possible at Court.

Colleagues who know me will I'm sure attest to the fact that I've a hard-won reputation for speaking up and for championing ideas that I believe in. These are valuable qualities for this position on Court. Like our University, I am willing to be ambitious and bold and to act with integrity.

I'm standing for election too because I believe that Court membership should be gender-balanced, particularly in an institution where 56% of professional services staff are female and where female students outnumber male. Women hold less than 40% of the University Court positions at present. It's vital that female representation on Court doesn't retreat any further and that we achieve gender balance on this group as soon as possible.

The University Court has the power to make positive impact and change in many areas, from diversity and inclusion to student and staff wellbeing. My broad knowledge of the University, my leadership skills, and my ability to communicate boldly makes me ideally suited to be your representative on Court. If elected, I will make a positive contribution to the governance of our University and will strive to build a supportive and excellent environment in which staff and learners can thrive.