

Job Description

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| Role Title: | Student Recruitment Officer (Events) |
| Dept: | Marketing, Recruitment & External Relations |
| Reference: | MPF3089 |
| Grade: | 5 |
| Full or Part time: | Full time |
| Hours: | 36.25 |
| Reports to: | Senior Student Recruitment Officer (Events) |

Overview

Marketing, Recruitment & External Relations

The Directorate of Marketing, Recruitment and External Relations is responsible for the core range of activities that promote and engage with the University's external environment and stakeholders. The Directorate is the brand guardian with a remit that covers student recruitment, corporate and academic school specific marketing, corporate events and alumni & development. This Directorate is responsible for the strategic planning and operational delivery of key activities that support the University's ambitions for growth, diversity, increased profile and greater engagement with our friends to support that ambition both in kind and through philanthropic support.

Student Recruitment and Outreach

We're a busy and lively team whose core focus is the provision of information, advice and guidance to young people to support their decision-making regarding higher education.

Student Recruitment

Focused on the enquirer and applicant journey, we provide the touch point for all enquirers and applicants during their journey to higher education as well as managing the University's relationships with feeder schools and colleges in the UK and Ireland.

With a customer service focused approach, we manage the provision of information, advice and guidance via both incoming enquiries and during outbound events and engagements, ensuring that all enquirers are provided with appropriate information to best inform their decision-making regarding higher education.

We work closely with key influencers including teachers, advisors and student supporters with the aim of attracting and recruiting those students who will best benefit from the University of Salford experience. Alongside this we lead on the organisation and delivery of Open Days, Applicant Visit Days and applicant interviews, working in partnership with Admissions, Marketing, Estates and academic colleagues to ensure the highest quality applicant experience.

Working closely with Marketing and Market Insight, we are also responsible for ensuring that CRM technology is utilised effectively, that the enquirer and applicant journey is as seamless as possible and that timely and accurate information is provided at relevant parts

of the student journey. We also manage a communications plan with our feeder schools and colleges as well as providing engagement opportunities for our teachers and advisors.

The team works in partnership with a wide range of professional services and academic colleagues in the achievement of its objectives.

Outreach

The Outreach Team work primarily with pre-16-year-olds to raise aspirations and to deliver impartial information, advice and guidance about progression within education.

We work with a variety of learners in creative ways and participate in collaborative projects with partner institutions such as the Greater Manchester Higher Scheme and play an active role in the UniConnect project targeting specific wards within Greater Manchester. This year sees us join the Saturday Club partnership and we have more exciting projects in the pipeline too.

Role Detail

Reporting to the Senior Recruitment Officer, the Recruitment Officer: Events plays a vital within a busy and fast-paced student recruitment team, focusing on the delivery of our recruitment events throughout the applicant and enquirer cycle.

The postholder will work closely with colleagues both within the team and across the University in support of the team's calendar of recruitment events, ensuring that applicants, enquirers and academic colleagues receive a consistently high level of service based on best practice principles and that conversion is maximised.

The successful candidate will be able to demonstrate experience in customer service and student recruitment, particularly in the planning, organisation and delivery of events. You will have experience of working with a wide range of different colleagues, good stakeholder engagement skills and a strong understanding of the recruitment cycle. You will be a proactive individual, seeking out new information and considering innovative ways to engage with our enquirers and applicants in the delivery of events and engagement opportunities.

Ideally you will have knowledge and experience of working with undergraduate and postgraduate students and will be required to demonstrate an understanding of how to deliver a consistent level of service, taking into consideration the different requirements of

particular student cohorts and modes of course delivery within the University. The ability to communicate and negotiate with a wide range of staff will be critical in this role, as well as strong customer service skills and experience of customer relationship management.

You will work as part of a team responsible for managing a wide range of enquirer and applicant services from course enquiries to open days. You will be expected to be flexible and customer focused and to ensure excellent working relationships with colleagues throughout the University. The role holder will be expected to have knowledge of the full range of the team's activities and be able to support and/or cover for other colleagues as appropriate.

Please note that all staff within the Student Recruitment Team are occasionally expected to work weekends and outside of normal office hours (e.g., over the Confirmation and Clearing period, Open Days etc.). It should also be noted that during exceptionally busy periods such as Confirmation and Clearing it may be necessary to restrict annual leave.

Principal Duties & Responsibilities

- Working as a key part of the Recruitment Events team, with colleagues in Marketing and in our academic schools, to support the delivery of recruitment events (both face to face and online) for all courses across the University.
- To manage the recruitment events planning process, taking notes at weekly meetings, allocating tasks to team members, using task management software to ensure actions are followed up and ensuring tasks are organised and prioritised as appropriate.
- To manage post event reporting and review, taking notes of feedback from across the University, writing and presenting post-event reports to senior colleagues and working collaboratively to ensure any opportunities for event improvement are taken on board and built into event planning.
- To work with Market Insight in ensuring any visitor constructive feedback is built into event planning and development and kept at the forefront of the event planning and delivery process.
- To lead on supporting event attendees with access and/or disability support requirements. Through liaison with Disability Services to ensure our events remain accessible and the team are up to date with knowledge and best practice in this area.
- To engage with current students and relevant stakeholders to develop and coordinate activities and presence at Recruitment events.

- To lead on event reporting and data management, liaising with Senior Recruitment Officers in the delivery of the event.
- To support equality, diversity and inclusion stakeholder management, ensuring an accessible and inclusive presence at recruitment events.
- To support with collateral management, stock taking and ordering.
- To work with the Ambassador Manager in supervising and coordinating Student Ambassador roles across events
- To work with the Recruitment Officer: Enquiries to ensure that the enquiry handling team have up to date information about upcoming events and to ensure the content of standard and auto replies reflect the current positions re event availability.
- To work closely with other Recruitment Officers and Marketing Managers to keep abreast of developments in new courses and course withdrawals and ensure the course lists for recruitment events are accurate.
- To support the incorporation of the student voice in our recruitment activities, including supporting the team's student ambassador and helper programme.
- To work flexibly in supporting other aspects of the team's remit, including enquiry handling, interviews and Clearing and picking up duties assigned on an ad hoc basis.
- To support the workload of senior colleagues in the team as required and to supervise the work of the Recruitment Assistants and Student Ambassadors as appropriate;
- To perform any other duties appropriate to the grade as may be required by senior colleagues including representation of the team or department on internal working groups or other meetings;
- To comply with the personal health and safety responsibilities specified in the University Health and Safety policy;
- To engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role;
- To promote equality and diversity for students and staff and sustain an inclusive and supportive study and work environment in accordance with University policy.

Applying for this role

Please submit a personal statement along with your CV, showing how you meet the person specification below.

In order to fully meet the essential criteria, you must show clear evidence of how you meet the criteria. Simply stating that you have a skill or experience in an area is not sufficient, you must provide a clear example to show how you have met each of the criterion you address.

Other duties

- Perform any other duties appropriate to the grade as may be required by the Head of School/Head of Division etc.
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.
- To engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role.
- Promote equality and diversity for students and staff and sustain an inclusive and supportive study and work environment in accordance with University policy.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Person specification follows on next page.

Person Specification

The successful candidate should demonstrate the following, which are 'Essential' (E) or 'Desirable' (D), and will be assessed by Application Form (A), Interview (I), Presentation (P), or Test (T), as indicated.

Qualifications

1. Undergraduate Degree (or equivalent) (E)
2. Evidence of continual professional development (E)

Background and Experience

3. Significant experience of event planning, organisation and support (E)
4. Experience in customer services and working flexibly to meet the needs of different customers and audiences (E)
5. Experience of working collaboratively with a wide range of different people (E)
6. A track record of working within student recruitment (D)
7. Experience in meeting servicing, note-taking and action management (D)
8. Experience of staff training and contribution to team development (D)
9. Experience of online event organisation and support (D)
10. Experience of project management (D)

Knowledge

11. Knowledge of the Higher Education sector and an awareness of the recruitment cycle with particular reference to the contribution recruitment events can make (E)

Skills and Competencies

12. Excellent organisational and time management skills (E)
13. An open and creative approach to event delivery including an awareness of the opportunities for online events (E)
14. Strong customer focus with a track record in delivering outstanding customer service (E)
15. The ability to contribute to a high-performance customer focused team (E)
16. Communication and influencing skills (E)
17. Problem solving skills and a willingness to challenge conventional methods (E)
18. An enthusiastic approach and a commitment to providing services for our applicants and enquirers based on best practice (E)