

Job Description

Role Title:	Student Recruitment Officer
Directorate:	Marketing, Student Recruitment and Admissions
Dept:	Student Recruitment and Widening Participation
Reference:	MPF3089
Grade:	6
Full or Part time:	Full time
Hours:	36.25
Reports to:	Student Recruitment Team Leader
Responsible for:	No direct reports

Overview

The Directorate of Marketing, Student Recruitment and Admissions 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, admissions and widening participation.

The Student Recruitment Team supports prospective students throughout their journey to higher education, providing impartial information, advice and guidance (IAG) and managing relationships with schools and colleges across the UK. Working closely with teachers, advisers, parents and colleagues across the University, the team delivers recruitment events, Open Days, Offer Holder Days and applicant interviews, while developing targeted communications and using CRM technology to ensure a seamless, engaging applicant experience.

The Student Recruitment Officer plays a vital role in supporting prospective students to make informed decisions about their future. This varied and rewarding role offers the opportunity to make a genuine difference, building relationships with learners, their supporters, and colleagues across the University. From representing the University at recruitment events and delivering engaging presentations to developing communications and creating meaningful experiences for prospective students, excellent communication in its many forms underpins everything we do. You will help ensure our audiences feel informed, supported and confident as they explore their options and take their next steps towards higher education.

Role Purpose

Reporting to the Student Recruitment Team Leader, the Student Recruitment Officer contributes to the University's student recruitment objectives by engaging prospective students and supporting informed decisions about higher education. The role focuses on providing impartial information, advice and guidance, building relationships with schools, colleges and key stakeholders, and delivering effective recruitment communications and activities across a dedicated geographical region. Working collaboratively with colleagues across the University, the postholder supports a positive and engaging prospective student experience, contributing to the University's wider recruitment aims and strategic priorities.

It is important to note that the postholder will undertake a significant amount of domestic travel and overnight stays as part of the role. You will therefore need to be comfortable working flexibly, including evenings and occasional weekends. For someone who enjoys meeting new people and experiencing different environments, this provides the chance to work beyond the traditional office setting and engage directly with our audiences.

Principal Duties & Responsibilities

- Provide impartial information, advice and guidance (IAG) to prospective students, their supporters and other stakeholders, enabling informed decisions about higher education.

- Represent the University at national exhibitions, higher education fairs and recruitment events, acting as the lead representative where required, to raise awareness of the University and its offering.
- Maintain up-to-date knowledge of the University's courses, facilities and student support, alongside relevant higher education processes, including UCAS, Student Finance and Clearing, to ensure accurate and timely advice.
- Analyse application data and regional insight to inform account management, prioritise recruitment activity and identify opportunities to engage prospective students effectively.
- Develop and maintain relationships with targeted post-16 institutions and key stakeholders across a dedicated geographical region, planning and delivering targeted outreach activity in order to maximise opportunities for engagement and student recruitment.
- Prepare and deliver engaging presentations on higher education opportunities and pathways, ensuring information is accessible and relevant to diverse audiences, and that content is aligned with the University's The Power of Us brand strategy.
- Take the lead on a designated area of team activity, such as communications, academic liaison, recruitment data or events, contributing specialist knowledge and expertise to support the delivery of the team's objectives. The initial focus of this role is expected to be communications, including developing and delivering a communications plan, although this may change in response to the evolving needs and priorities of the team.
- Collaborate with colleagues across the Recruitment Team and wider University to support Open Days, Offer Holder Days and other recruitment activity, sharing expertise to ensure a coordinated approach and a positive prospective student experience.
- Participate in relevant external networks, including HELOA, to share best practice, strengthen professional relationships and raise the University's profile.
- 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.
- Advance equality, support our work towards eliminating unlawful discrimination, foster an inclusive study and work environment for students, staff and visitors in accordance with our public sector equality duties and university policy.

Please note that, in addition to the flexible nature of the role, all staff within the Student Recruitment & Widening Participation 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 it may be necessary to restrict annual leave.

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)

Qualifications

1. An undergraduate/ postgraduate degree or equivalent qualification. (E)
2. Evidence of continual professional development. (D)

Background and Experience

3. A demonstrable track record in the delivery of information, advice and guidance. (E)
4. Experience of working with a wide range of stakeholders and building successful relationships within those networks. (E)
5. Experience of conveying complex information to a range of audiences. (E)
6. Experience of developing and delivering high-quality written content and engaging presentations. (E)
7. Experience of organising, delivering and evaluating events. (D)
8. A passion for teamwork and the achievement of shared goals. (E)

Knowledge

9. Knowledge of the Higher Education sector and an awareness of the undergraduate recruitment cycle, with reference to enquirer and applicant behaviours. (E)

Skills and Competencies

10. An enthusiastic approach and a commitment to providing services for our enquirers based on best practice and insight. (E)
11. Personal credibility and the ability to gain confidence and trust at all levels within the organisation. (E)
12. A collaborative and creative approach to your work. (E)
13. Strong communication, relationship building and networking skills. (E)
14. Problem solving skills and a willingness to challenge conventional methods. (E)
15. Excellent organisational and time management skills. (E)
16. Confidence in using and manipulating data. (E)
17. A full, clean driving licence. (D)