University of Salford MANCHESTER

# Job Description

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| **Role Title:** | Student Recruitment Assistant |
| **School / Dept:** | Marketing, Student Recruitment and Admissions |
| **Reference:** | MPF4423 |
| **Grade:** | 4 |
| **Full or Part time:** | Full time (12 month fixed term contract) |
| **Hours:** | 36.25 |
| **Reports to:** | Senior Recruitment Officer Enquiries |

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## Overview

### Marketing Student Recruitment and Admissions

The Directorate of Marketing, Student Recruitment and Admissions is newly established directorate creating a strong and cohesive structure that brings together colleagues in admissions, applicant experience and enquiries, UK student recruitment, widening participation and marketing and digital creation, to ensure an excellent applicant experience and to support and deliver the University's brand and reputation strategies.

### Student Recruitment and Widening Participation

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 and Applicant Services

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 parents 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, offer holder 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.

### Widening Participation

The WP Team work primarily with school aged learners from disadvantaged or underrepresented backgrounds to raise aspirations and to deliver impartial information, advice and guidance about educational pathways.

We work with a variety of partners collaboratively to deliver projects and programmes to help learners make decisions about higher education. The team are experienced facilitators, who understand barriers that children and young people can face when making choices about their progression. The activities and events offered by the team are carefully designed to help learners make informed decisions more confidently, with greater self-belief and understanding of their potential.

The team work hard to create opportunities that support learners to understand more about university life, pathways and qualifications, career aspirations and challenge any perceived barriers.

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## Role Purpose

The Student Recruitment Assistant will work closely as part of the team to ensure that applicants, enquirers, and academic colleagues receive a consistently high level of service based on best practice principles and that conversion is maximised.

You will work as part of a team responsible for managing a wide range of enquirer and applicant services including course enquiries, applicant and enquirer communications, open days and offer holder days, interview support, and event logistics. 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. The post-holder will have experience of working with colleagues in academic areas and a strong understanding of the recruitment cycle.

Ideally, you will have knowledge and experience of working within a Higher Education setting and will be required to demonstrate an understanding of how to deliver a consistent level of service, taking into consideration the different requirements of subject areas within the University. The ability to communicate with a wide range of people will be critical in this role, as well as strong customer service skills and customer relationship management.

As a team we are committed to offering an inclusive and positive working environment and to continuing to expand the diversity of our team. We work in a hybrid way, in keeping with the requirements of our customers and stakeholders. Our approach to hybrid working is customer-first and there will be certain times of year when all staff are expected to work full time on campus.

## Principal Duties & Responsibilities

Please note that this is a list of duties performed by all Recruitment Assistants within the team. It is expected that each Assistant will have a particular specialism, but all Assistants are expected to work as a team and cover all duties when required.

- To support the University's Course Enquiries Service for both UK and International applicants, dealing with telephone, email, live chat, social media and face-to-face course enquiries in a timely and professional manner to ensure the delivery of an efficient, customer-focused service for prospective students.

- To take an applicant-first approach to enquiry handling and customer services, putting the needs of the student at the heart of all our activity and ensuring a tailored approach based on the individual's requirements.

- To keep up-to-date with developments in the University's course offering as well as advice and guidance sought by enquirers and applicants such as the UCAS application cycle and Clearing processes.

- To take a proactive approach to enquiry handling, working as part of a team and making suggestions for FAQs and standard replies.

- To liaise with colleagues in Admissions and the International Recruitment team to ensure a seamless journey from enquirer to applicant to offer-holder in enquiry management.

- To provide logistical and on-the-day support to applicant interviews taking place during the admissions cycle and to ensure a strong understanding of the interview process to provide accurate advice to applicants attending interviews.

- To play an active role in the team's delivery of University-wide Open Days and Offer Holder Days by providing support as required. This may include logistical support such as room bookings; catering; materials distribution and management; preparation of collateral materials and on-the-day event support.

- To adhere to relevant data protection legislation when handling enquirer and applicant data and to develop an understanding of how this relates to Higher Education.

- To support the team's participation in the Clearing process as required, including answering telephone calls and emails and supporting academic staff as appropriate.

- To work as part of a team in the delivery of all core activities. To share information within that team and ensure all colleagues are made aware of new information coming into the team, particularly with regard to enquiry handling.

- To assist with other activity managed within the Student Recruitment Team as required.

- 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

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.

Please note that all staff within the Student Recruitment and Widening Participation Team are occasionally expected to work weekends and outside of normal office hours. It should also be noted that during exceptionally busy periods it may be necessary to restrict annual leave.

Person specification follows on next page

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# Person Specification

The successful candidate should demonstrate the following, which are ‘Essential’ (E) or ‘Desirable’ (D).

## Qualifications

1. A good standard of general education including at least 5 GCSEs grades A-C or equivalent and level 3 study (E)
2. Evidence of continual professional development (D)
3. Educated to degree level or equivalent (D)

## Background and Experience

4. Experience in one or more of the team’s core responsibilities e.g. enquiry handling; event support and logistics; customers services or communications (E)
5. Experience of contributing to team development (E)
6. Experience in using Microsoft packages, notably Outlook and Excel (E)
7. A track record of working within Student Recruitment (D)
8. Experience in customer services and adherence to service standards (D)
9. Experience of working with a CRM system such as Microsoft Dynamics (D)

## Knowledge

10. Knowledge of the Higher Education sector and an understanding of the enquirer and applicant cycle (E)
11. An awareness of relevant data protection legislation (D)

## Skills and Competencies

12. A strong customer focus with a track record in delivering outstanding customer service (E)
13. The ability to contribute to a high-performance customer focused team (E)
14. Excellent written and oral communication skills (E)
15. Problem solving skills and a willingness to challenge conventional methods (E)

16. Excellent organisational and time management skills (E)

17. An enthusiastic approach and a commitment to providing services for our applicants and enquirers based on best practice (E)