



Candidate Information

Position:	Student Recruitment Officer
School/Department:	MRCI
Reference:	19/107319
Closing Date:	Friday 5 April 2019
Salary:	£33,199 - £39,610 per annum (potential to progress to £43,266 per annum through sustained exceptional contribution)
Anticipated Interview Date:	Thursday 18 April 2019

JOB PURPOSE:

To deliver the key activities and targets of the Domestic Recruitment and Events Strategy for Queen's University, promoting Queen's and its courses to prospective Undergraduate students, primarily in NI, but including ROI, GB and EU if required, throughout the entire recruitment cycle from expression of interest to application and through to conversion and enrolment.

MAJOR DUTIES:

1. Assisting the Domestic Student Recruitment Manager and Head of DRE to deliver a go-to-market strategy to recruit high quality students for undergraduate study in line with University approved recruitment targets.
2. Work with the Student Recruitment Manager and Events Manager to manage a calendar of recruitment events and activities across the domestic markets designed to attract and recruit prospective students to Queen's.
3. Work in partnership with the Faculty Student Recruitment Hubs and other relevant stakeholders to ensure that recruitment activity is not duplicated and that there is maximum use of the total available resource to cover the market.
4. Represent the University at various recruitment fairs and school based events, promoting Queen's and its undergraduate courses.
5. Deliver effective presentations on behalf of DRE, using a variety of methods and reviewing the relevance and impact of all materials in relation to the audience being addressed.
6. Effectively use CRM as a core tool of undergraduate recruitment, maximising its potential and ensuring that all leads are gathered, recorded and managed appropriately.
7. Work collaboratively with the Strategic Marketing and Communications Team and the DRE Events Manager in the development of marketing campaigns and a suite of market attuned, marketing materials which can be used to support undergraduate recruitment in the various activities which are scheduled across the year.
8. Recruit student helpers and Ambassadors to augment the activity of the DRE undergraduate recruitment team, ensuring that they are always briefed and understand relevant legislation such as CMA/Health and Safety/GDPR.
9. Gather, monitor, analyse and disseminate recruitment and admissions-related data and marketing and competitor information to support the achievement of Queen's undergraduate recruitment targets.
10. Contribute to the broader work of the DRE team. Inputting to the development of tours and assisting when required with undergraduate campaigns and/or specific events such as Open Days/Experience Queen's.
11. Prepare material for the Student Recruitment Manager/Head of DRE to use in papers for University Committees and corporate reports within the agreed deadlines and to the highest standards of written English. With all claims evidenced with relevant data.
12. Provide feedback and recommendations to Student Recruitment Manager/Head of DRE on necessary developments and improvements to the current Queen's propositions for undergraduate students.
13. Contribute positively to the development of a professional recruitment team which clearly demonstrates the Professional Standards which have been agreed and are laid out in the Staff Appraisal Document.
14. Undertake other duties and responsibilities as required by Student Recruitment Manager or the Head of DRE.

Planning and Organising:

1. Work with the Student Recruitment Manager to organise activity to achieve targets and support the aims and objectives of the Domestic Recruitment and Events Strategy.

2. Implement the sales plans agreed for each market and each mode of study.
3. Deliver against recruitment targets.
4. Report on activity against targets at regular team meetings and sweeps.
5. Maintain accurate records including recording all expenditure in line with budget.
6. Monitor recruitment performance using point-in-time data and provide regular reports.

Resource Management Responsibilities:

1. Manage a team of Student Ambassadors/assistants ensuring that a high level of customer service is delivered at all times.
2. Contribute to overall strategy and budget planning and management for Domestic Recruitment and Events.
3. Manage own time and workload as agreed with the Student Recruitment Manager.
4. Manage all resources appropriately and in line with University guidelines.

Internal and External Relationships:

1. Develop and maintain positive and constructive relations with key external stakeholders including schools and colleges and their representative bodies.
2. Participate in cross-functional professional teams and working groups in support of Schools and University priorities.
3. Work with colleagues in Strategic Marketing and Communications, FSRH's and in Academic Schools to ensure the Queen's product is delivered in a professional and efficient way.
4. Liaise with clerical support team and events team within the department.

ESSENTIAL CRITERIA:

1. A degree (or equivalent qualification) in any subject.
2. Minimum of 3 years recent relevant experience in a target focused sales or business development role, working in education sector or service oriented industry.
3. Experience of managing and controlling budgets and resources.
4. Experience of developing and delivering presentations / information sessions.
5. Experience of applying a customer orientated approach to completing tasks and objectives.
6. Experience of networking and building relationships with a wide range of stakeholders both internal and external.
7. Experience working under pressure in a fast paced, growth environment.
8. Experience of managing a calendar of activity and prioritising what to do when.
9. IT literacy and up to date practical experience of relevant software packages including Microsoft Office in a working environment.
10. Analytical skills and ability to analyse complex information to problem solve and / or inform decision making.
11. Ability to communicate with and relate to others at all levels both internally and externally.
12. Planning and organisational capabilities with ability to manage deadlines.
13. Ability to work independently with a high level of self-motivation, whilst also working in a wider team.
14. Flexibility and ability to work irregular hours on an occasional basis as required.
15. Ability to meet travel requirements of the role (will include travel within UK and Ireland).
16. Full driving licence and access to a car / ability to travel.

DESIRABLE CRITERIA:

1. Business related degree or professional qualification.
2. Experience of marketing and student recruitment in the UK or Ireland.
3. Experience using CRM systems.
4. Understanding of Higher Education issues.