

## **Candidate Information**

<b>Position:</b>	Recruitment and Events Officer
<b>School/Department:</b>	Faculty Office AHSS
<b>Reference:</b>	19/107501
<b>Closing Date:</b>	Thursday 6 June 2019
<b>Salary:</b>	£27,831 - £32,236 per annum (potential to progress to £35,210 per annum through sustained exceptional contribution)
<b>Anticipated Interview Date:</b>	Monday 17 June 2019

### **JOB PURPOSE:**

To contribute to the achievement of the Faculty Student Recruitment Hub objectives and targets through the development and delivery of Queen's Management School events and initiatives to support global student recruitment targets.

### **MAJOR DUTIES:**

1. Develop and manage the planning and delivery of successful recruitment events and initiatives for Queen's Management School.
2. Develop and implement promotional campaigns, events and materials to promote Queen's Management Schools' recruitment efforts.
3. Organise Queen's Management School input to the delivery of the events programme such as Open Days, UCAS Fairs, Applicant Days, drop-in sessions and campus tours, to achieve student prospect, application and enrolment numbers.
4. Develop relationships and work in partnership with post-primary schools and colleges to inspire and advise prospective students about study options available in the Faculty.
5. Provide one-to-one support to prospective students in relation to studying in Queen's Management School and assist in conversion of enquiries to applications.
6. Represent Queen's Management School at targeted recruitment fairs, conferences, and events for prospective undergraduate and postgraduate students in line with the agreed strategy.
7. Assist International Marketing Officer to co-ordinate Queen's Management School international recruitment activities, this may include attendance at promotional visits, missions and exhibitions which may involve international travel and hosting of inward familiarisation visits.
8. Work collaboratively with Faculty Recruitment and Events Officer to achieve an integrated recruitment approach.
9. Working with the Business Development Manager, using recruitment and admissions-related data, and marketing and competitor information to support the achievement of Queen's Management School recruitment targets.
10. Contribute to the development of marketing strategies within the Queen's Management School and the development of effective recruitment marketing support toolkits.
11. Develop market expertise/insights for management school, producing competitor analysis dashboard and reporting on same monthly to monitor and measure effectiveness of plans, influencing programme development and reacting to market trends.
12. Work closely with the Digital Officer and Marketing and Communications Officer to effectively personalise all communications, ensuring prospect students and leads are followed up in an appropriate and timely manner.
13. Update and maintain Queen's Management School website and social media.
14. Undertake other duties and responsibilities to support the goals of the Student Recruitment Hub as required by the Business Development Manager and other senior colleagues.

### **Planning and Organising:**

1. Plan an annual calendar of student recruitment events for the Faculty and carry out all operational organisation associated with this.
2. Prioritise workload and meet multiple deadlines.
3. Respond to needs of internal customers and prospective students in a timely and effective manner.

4. Assist in the targeting of post primary feeder schools to drive up quality recruitment.

**Resource Management Responsibilities:**

1. Deliver the events program within set budget.
2. Operate promotional materials within a pre-agreed budget.
3. Imaginative and capable of achieving results using limited resources.

**Internal and External Relationships:**

1. Regular liaison with relevant academic and support staff in Queen's Management School.
2. Faculty staff, Domestic and International Student Recruitment teams within Marketing, Recruitment, Communications and Internationalisation (MRCI).
3. Prospective students, their parents, agents and careers advisors.
4. Post-primary schools and colleges.
5. Agents.

**ESSENTIAL CRITERIA:**

1. A degree, HND or NVQ level 4 qualification in a relevant subject.
2. A minimum of 2 years' recent relevant experience of planning and delivering events.
3. Experience of developing marketing material and activities to promote events.
4. Experience of developing external relationships and partnerships.
5. Experience working in a target driven environment.
6. Ability to work under pressure to meet targets and deadlines.
7. Ability to analyse and interpret data.
8. Proficient user of MS Office packages and general confidence and aptitude with IT systems.
9. Experience of generating and updating website and social media content.
10. Exceptional planning and organisational skills.
11. Excellent communication skills.
12. Good verbal and written presentation skills together with an ability to explain complex issues.
13. Commitment to providing high standards of service at all times.
14. Strong interpersonal skills with ability to provide advice and guidance on a one-to-one basis.
15. Good negotiating and motivational ability to build partnerships with a wide range of people.
16. Drive, enthusiasm and commitment.
17. Good team worker with a flexible approach.
18. Demonstrable focus on quality and use of initiative.
19. Comfortable working in a student led environment.
20. Prepared to travel and work overseas and prepared to work unsociable hours, evening and weekends (including some public holidays) in the UK, Ireland and abroad.

**DESIRABLE CRITERIA:**

1. Experience of working in an educational environment.
2. Experience working with students or young people.
3. Experience of working with international students and/or international organisations.
4. Experience of international travel for professional purposes.
5. Experience of management of resources and budgetary controls.
6. Experience of public relations.
7. Knowledge of the type of activities that appeal to and engage students.