



## Candidate Information

<b>Position:</b>	Domestic Student Recruitment Support Officer
<b>School/Department:</b>	Domestic Recruitment and Events
<b>Reference:</b>	19/107515
<b>Closing Date:</b>	Monday 17 June 2019
<b>Salary:</b>	£24,028 - £27,831 per annum (potential to progress to £29,514 per annum through sustained exceptional contribution)
<b>Anticipated Interview Date:</b>	Thursday 20 June 2019

### JOB PURPOSE:

To assist with the implementation of the Integrated Domestic Recruitment and Events Strategy with particular emphasis on delivering undergraduate recruitment intake targets in Northern Ireland and when required in GB. Work as part of a team to provide a first class customer service to students, parents and teachers through school visits, events, campus tours and presentations.

### MAJOR DUTIES:

1. Be the main point of contact for schools contacting DRE, providing detailed information, answering enquiries and coordinating follow up actions as required.
2. Provide effective advice, support and information to colleagues in Faculty Student Recruitment Hubs to support their domestic student recruitment activity and ensure it is operating within appropriate policies, procedures and University strategies.
3. Carry out a range of student recruitment activities in assigned schools, including delivering presentations and attending recruitment fairs, taking responsibility for developing a positive working relationship with careers and subject teachers in each school.
4. Collate and analyse information and data associated with student recruitment activity and performance. Present results accurately and appropriately, contributing to reports which are prepared for senior managers as required. Maintain databases and records, ensuring that information is up-to-date, secure and held in compliance with data protection guidelines.
5. Maintain effective and efficient systems, record keeping and database management to ensure high quality administration of DRE operations. This will include the administration and monitoring of DRE finances ensuring that all purchasing activity is conducted in line with University financial regulations and that all expenditure is accounted for.
6. Develop proficiency in and coordinate the effective use of the Customer Relationship Management (CRM) system, including creation and circulation of email correspondence and online campaigns.
7. Coordinate production and management of marketing collateral and equipment used for student recruitment, including brochures, presentations, and exhibition stands. Identify where materials may need to be refurbished and organise delivery of required materials to schools/venues in line with the schedule of recruitment events.
8. Work as part of a team to plan, organise and deliver key DRE recruitment events such as Open Days, Parents' Evenings, Regional Careers Events and Summer Schools, ensuring that all events are planned and managed to the highest possible standard.
9. Coordinate the maintenance of content on student recruitment web pages, and contribute to relevant social media platforms as required, ensuring all information is up-to-date, accurate and compliant with Queen's policies and Competitions and Marketing Authority (CMA) guidelines.
10. Maintain detailed and up to date knowledge of the study opportunities, student support and wellbeing services, and application and admissions procedures within Queen's. Gather and disseminate market insight and competitor information from research and working in the student recruitment field.
11. Any other duties commensurate with the post.

### Planning and Organising:

1. Plan and allocate work and responsibilities over the short term, with an awareness of longer term issues.
2. Use discretion to determine priorities and resolve challenges to meet targets and deadlines.

3. Implement plans, taking into account issues such as cost and timescale to ensure effective operation on a day to day basis.

**Resource Management Responsibilities:**

1. Take delegated responsibility for budgets and resources by following established procedures.
2. Manage student ambassadors and guides who have been appointed to assist with the recruitment process.

**Internal and External Relationships:**

1. Ensure that all activity is underpinned by excellent customer care both internally and externally.
2. Develop positive working relationships with the wider DRE team, contributing to a positive working environment.
3. Work effectively with staff in the Faculty Student Recruitment Hubs (FSRH's) to jointly deliver the recruitment targets set out in Vision 2020.
4. Establish professional relationships with teachers in schools and colleges.
5. Treat all students with courtesy and provide the best advice for that student in a positive and friendly way.

**ESSENTIAL CRITERIA:**

1. Relevant academic/vocational qualifications (2 A Levels, NVQ 3 or equivalent).
2. A minimum of 3 years' relevant experience to include:
  - Working in a customer facing role and persuading/presenting to an audience/clients to achieve an outcome;
  - Organising a range of small and large scale events and activities;
  - Relevant clerical experience, demonstrating excellent organisation and planning;
  - Marketing experience, including using web and social media for marketing purposes.
3. Experience of working with students or young people in a one-to-one capacity, providing support, guidance or mentoring.
4. Experience of working to a target within set timescales.
5. Demonstrable experience of providing excellent customer service.
6. Knowledge and understanding of the student recruitment process.
7. A broad knowledge of essential legislative issues such as Health and Safety and Data Protection.
8. Excellent IT skills, with proficiency in Microsoft Office products (Outlook Word, Excel and PowerPoint in particular), databases and web.
9. Demonstrable excellent written and verbal communication and interpersonal skills.
10. Ability to present information to large audiences.
11. Ability to work on own initiative and as part of a team.
12. Excellent interpersonal skills, able to build relationships with people at all levels.
13. Well-developed time management skills including the ability to set and meet deadlines and to prioritise work.
14. Ability and willingness to, where required, work flexible hours to meet the needs of the service (ie evenings, weekends, public holidays).

**DESIRABLE CRITERIA:**

1. HND or degree in an academic field relevant to the duties of the post.
2. Experience of working in student recruitment for a school/college/university or other body.
3. Experience of working in a sales environment where targets need to be met.
4. Experience using a CRM system.
5. Proficiency with using content management systems.