



Candidate Information

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| Position: | Faculty International Student Recruitment Officers |
| School/Department: | Faculty Office EPS |
| Reference: | 19/107730 |
| Closing Date: | Monday 9 September 2019 |
| Salary: | £27,831 to £32,236 per annum |
| Anticipated Interview Date: | Wednesday 18 or Thursday 19 September 2019 |
| Duration: | One permanent position, one fixed term position for 2 years |

JOB PURPOSE:

To contribute to the achievement of the Faculty Student Recruitment Hub (FSRH) objectives and Faculty UK and International student recruitment targets through the development and delivery of recruitment initiatives and activity.

MAJOR DUTIES:

1. Co-ordinate Faculty UK and international recruitment activities, in line with the recommendations and advice of International Office/ Domestic Recruitment staff and Business Development Officer. This will include attendance on international promotional visits, missions and exhibitions involving significant international travel.
2. Become a product expert, effectively communicating key USPs of courses within the Faculty to recruitment teams in the University, in-market University staff, agents and prospective students.
3. Represent the University at various UK and International recruitment fairs, conferences, and events for prospective undergraduate and postgraduate students.
4. Develop relationships and work in partnership with in-market University staff and agents 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 the Faculty and assist in conversion of enquiries to applications and intake.
6. Develop and maintain appropriate databases of prospective students and feeder organisations through the University CRM system.
7. Work closely with the Digital Officer and Marketing and Communications Officer to effectively personalise all communications, ensuring prospective students and leads are followed up in an appropriate and timely manner.
8. Contribute to the development of marketing strategies within the Faculty and the development of an effective calendar of recruitment activity.
9. Support the Recruitment and Events Officer in the delivery of domestic events programme such as Open Days, UCAS Fairs, drop-in sessions and campus tours, to achieve student prospect, application and enrolment numbers.
10. Working with the Business Development Officer, use recruitment and admissions-related data, and marketing and competitor information to support the achievement of Faculty recruitment targets.
11. Develop and implement market specific promotional events and materials to promote Faculty Schools' recruitment efforts.
12. Work collaboratively with academic Schools within the Faculty and the Marketing, Recruitment, Communications and Internationalisation directorate to achieve an integrated recruitment approach.
13. Support Faculty Senior Management Team in support of Faculty Internationalisation and Education goals.
14. Undertake other duties and responsibilities to support the goals of the Student Recruitment Hub as required by the Business Development Officer 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.

Resource Management Responsibilities:

1. Deliver the events program within set budget.

Internal and External Relationships:

1. Regular liaison with relevant academic and support staff in Schools.
2. Faculty staff, Domestic and International Student Recruitment teams within Marketing, Communications, Recruitment and Internationalisation.
3. Prospective students, their parents, agents and careers advisors.
4. Post-primary schools and colleges.

ESSENTIAL CRITERIA:

1. A degree, HND or NVQ level 4 qualification in a relevant subject.
2. A minimum of 2 years' recent relevant experience in sales and marketing or student recruitment.
3. Experience of developing marketing material and activities.
4. Experience of developing and managing external relationships and partnerships.
5. Exceptional planning and organisational skills.
6. Good verbal communication and written presentation skills together with an ability to explain complex issues, with ability to provide advice and guidance on a one-to-one basis.
7. Ability and willingness to work flexible hours to meet the needs of managing the service (i.e. evenings, weekends and public holidays).
8. Ability and willingness to undertake significant UK and international travel.
9. Full, clean driving licence or additional means to meet the requirements of the job role.
10. Please indicate on your application which duration of post/s you are applying to (Permanent, Fixed Term, Both)

DESIRABLE CRITERIA:

1. Experience working within International sales markets.
2. Experience of working in an educational environment.
3. Experience of management of resources and budgetary controls.
4. Knowledge of the type of activities that appeal to and engage students.
5. Experience working with a CRM system.