



Candidate Information

Position:	Student Recruitment Officer
School/Department:	Domestic Recruitment and Events
Reference:	19/107867
Closing Date:	Monday 14 October 2019
Salary:	£33,797 to £40,322 per annum
Anticipated Interview Date:	Friday 25 October 2019

JOB PURPOSE:

To deliver in line with GB student recruitment targets. The post holder will provide GB market insight and develop an action plan to maximise student recruitment outcomes. The post holder will be based in GB and contribute to the development of realignment of strategy as appropriate.

MAJOR DUTIES:

1. Determine interventions to deliver agreed student recruitment targets set by the University in relation to undergraduate and postgraduate recruitment.
2. Undertake recruitment and promotional visits in Great Britain with a primary focus on (1) England North East and Scotland, (2) London South and the South East and (3) East Midlands and Eastern England.
3. Develop and implement ideas for, and organise, events to support the University's student recruitment and conversion activities.
4. Deliver recruitment presentations and represent the University in visits, exhibitions and at other events.
5. Arrange mailings and ongoing communication with target organisations including, but not exclusive to, schools, colleges and universities.
6. Work with colleagues and external agencies to develop paper and electronic communications to support marketing and recruitment initiatives.
7. Organise campus visits by liaising with on campus staff as well as prospective students, parents, teachers and other interested parties.
8. Contribute GB market material for marketing and recruitment publications.
9. Identify and liaise with Alumni. Source and organise opportunities for Alumni involvement.
10. Participate in cross-functional professional teams and working groups in support of recruitment objectives.
11. Contribute material for University committees within agreed deadlines and to the highest standards of written English.
12. Liaise with colleagues in Faculties and Directorates to ensure a common approach to student recruitment.
13. Remain informed and up to date with an understanding of higher education issues within a regional and national context.
14. Undertake other duties as required by the Domestic Student Recruitment Manager and Head of Domestic Student Recruitment and Events.

Planning and Organising:

1. Development of an outputs driven student recruitment plan providing a market-informed perspective on the appropriate offer and interventions to deliver the overall objectives of meeting recruitment and conversion targets.
2. Review and monitor outcomes of activities and realign as appropriate.
3. Organise school liaison activities including private campus visits, school visits and exhibition attendance including travel, accommodation and freighting.

Resource Management Responsibilities:

1. Manage own time and workload autonomously.
2. Coordinate specific projects.
3. Operate within a pre-agreed non-pay budget.

Internal and External Relationships:

1. Represent and promote the University at recruitment and promotional events.
2. Advise and inform students, parents and teachers at school visits and careers conventions.
3. Assist academic Schools in the development of the appropriate GB proposition and in the implementation of their recruitment and conversion activities.

ESSENTIAL CRITERIA:

1. Honours degree or higher degree (or equivalent qualification) in any subject.
2. Minimum of three years' recent relevant experience in student recruitment marketing or sales.
3. Track record in successful student recruitment outcomes.
4. Experience of producing marketing materials, including brochures, posters etc.
5. Experience in writing high quality reports and in the construction of business plans and marketing strategies.
6. Experience of making formal presentations.
7. Experience of coordinating multiple specific projects.
8. Established network of post-primary and University contacts within the GB market sector.
9. High level IT skills with familiarity and competence in MS office packages.
10. Effective presentation skills with the ability to adapt style appropriate to the audience.
11. Ability to communicate both orally and in writing and relate to others at all levels both internally and externally.
12. Logical, analytical approach with the ability to organise and present data accurately.
13. Evidenced ability to manage own time and workload autonomously; able to work under pressure and meet deadlines.
14. Ability to work on own initiative and as part of a team.
15. Demonstrable interest in marketing Higher Education courses and awareness of the marketing needs associated with the sector.
16. Willingness to undertake travel within the UK and Ireland. Valid driving licence or ability to fulfil the mobility requirements of the post.
17. Willingness to work evenings, weekends and public holidays.
18. Access to home office space based in England.

DESIRABLE CRITERIA:

1. Formal marketing qualification.
2. Relevant experience at officer, executive or management level in marketing, education or sales.