



## Candidate Information

**Position:** Clerical Officer (Marketing, Recruitment and Events)  
**School/Department:** School Office (HAPP)  
**Reference:** 22/109775  
**Closing Date:** Monday 16 May 2022  
**Salary:** £24,871 - £28,756 per annum  
**Anticipated Interview Date:** Thursday 26 May 2022

### JOB PURPOSE:

The post-holder will provide high quality clerical support to the Research and Postgraduate Administrator to ensure the effective and efficient administration of marketing, recruitment and events-related activity within the School.

### MAJOR DUTIES:

1. To contribute to the achievement of the School and Faculty Student Recruitment Hub objectives and targets through the development and delivery of School of HAPP events and initiatives to support global student recruitment targets.
  - Using recruitment and admissions related-data to provide monthly statistical reports on the status of all student applications for the committee, for the purpose of conversion activities.
  - Analysis of key performance indicators (KPIs) to support, monitor and measure effectiveness of recruitment plans, influencing programme development and reacting to market trends.
  - Collate and provide salient and publicity-worthy information about the School, students, staff, student experience (including survey results), facilities, for the Customer Relationship Management (CRM) recruitment cycle emails to support conversion activity with prospective students.
2. In liaison with the relevant Director and Marketing and Recruitment Lead, implement recurrent and annual promotional campaigns, events and materials to promote the School's recruitment efforts in a timely manner.
  - Updating of annual and monthly schedules for School recruitment activities and related deadlines to facilitate appropriate timetabling and organising of workload.
  - Develop a clear and structured process for organising and costing out events.
  - Updating of events on School website and related webpages including dissemination of related details to key platforms such as 'What's on at QUB' and Social Media, AHSS newsletter, RoundUp, Staff Bulletin etc.
  - Facilitate on-line feedback following events for review and future planning purposes.
3. In liaison with the Marketing and Recruitment Lead and the 4 School Disciplinary Leads, organise School input to the delivery of ALL events programme such as Open Days, UCAS Fairs, Applicant Days, Education drop-in sessions, lecture series and campus tours, both virtually and in person, focused both on domestic and international markets.
  - Maintain records on School SharePoint of itineraries, participants and materials used for each event.
  - Support the recruitment and training of Student Ambassadors to participate in events, as required.
  - Facilitate various on-line platforms available for hosting events.
4. Review and update all School promotional material within the defined timeline ensuring all information is up to date. This includes all marketing materials online (CourseFinder), booklets, flyers, posters and marketing collateral.
  - Development of CourseFinder information to have consistent HAPP format all programmes and levels, where appropriate.
  - Establish marketing materials that can be readily modified, guarding against unnecessary duplication across different mediums.
  - Work closely with the HAPP Education Team to ensure current information is reflected in brochures, Coursefinder, Faculty documents etc.

5. Develop relationships and work in partnership with post-primary schools and colleges to inspire and advise prospective students about study options, using CRM to track effectiveness.
  - Build database of relevant contacts to support key activities such as A Level conferences.
  - Support the School Widening Participation Officer to engage potential students.
  - Link with the QUB Widening Participation Unit to support activities across the University.
  - Facilitate liaison with HAPP alumni to arrange their participation in School events and provision of testimonials for inclusion in marketing material.
6. Oversee the School's conversion activity to support the Faculty Student Recruitment Hub and develop current School practices, including clerical support for communication with offer holders
  - Assist with providing material and information to assist with emails issued via the CRM.
7. Represent the School at recruitment events as required and offering one-to-one support to prospective students.
  - Ensure all prospective students are provided with programme information.
  - Follow-up on all student enquiries and monitor CRM to ensure further information is provided as appropriate.
  - Work closely with academic staff to ensure appropriate degree programmes are represented at relevant recruitment events.
8. Service the School Marketing and Student Growth Committee and support the Chair.

**ESSENTIAL CRITERIA:**

1. NVQ Level 3, A levels in relevant subject (or equivalent).
2. Minimum of 4 years relevant clerical experience to include:
  - Experience of using IT and core QUB management information systems / softwares e.g. QGIS, CANVAS, QOL, CRM, SharePoint, TEAMS etc.;
  - Ability to produce, analyse and manipulate data to inform complex management decisions;
  - Experience of committee servicing / organising meetings, including circulating invites, drafting agendas, collating papers, taking and drafting minutes and ensuring actions are implemented;
  - Experience of dealing with high volumes of e-mail / queries.
3. Experience in marketing and events management.
4. IT literacy and up to date practical knowledge of relevant software packages including Microsoft Office (inc. 365) in a working environment.
5. Ability to work as part of a team
6. Organisational and time management skills and ability to plan and organise short and long term activities.
7. Excellent oral and written communication skills
8. Experience of report writing.
9. Good interpersonal skills, including the ability to persuade, motivate and organise others.
10. Flexible, willing to adapt to new tasks and duties.

**DESIRABLE CRITERIA:**

1. A Marketing qualification.
2. Experience of staff supervision.