

Candidate Information

Position:	Global Student Recruitment Officer
School/Department:	Faculty Office MHLS
Reference:	22/110123
Closing Date:	Monday 10 October 2022
Salary:	£29,619 - £34,308 per annum
Anticipated Interview Date:	Wednesday 2 November 2022
Duration:	Permanent

JOB PURPOSE:

To contribute to the achieve of the Faculty Student Recruitment Hub (FSRH) objectives and Faculty global student recruitment targets within the framework of Strategy 2030 through the development of recruitment and marketing initiatives and activities.

MAJOR DUTIES:

1. Represent the Faculty at various recruitment fairs, conferences, and events for prospective undergraduate and postgraduate students.
2. Become a product expert, effectively communicating key USPs of courses within the Faculty to recruitment teams in the University, in-market staff, agents, and prospective students.
3. Develop partnerships and work in partnership with in-market University staff and agents to inspire and advise prospective students about study options available in the Faculty.
4. Provide one-to-one support to prospective students in relation to studying the Faculty and assist in the conversions of enquiries to applications and intake.
5. Develop and maintain appropriate databases of prospective students and feeder organisations through the University CRM system. Work closely with the Marketing and Communications Officer and International Officer to effectively personalise all communications, ensuring prospective students and leads are followed up in an appropriate and timely matter.
6. Contribute to the development of marketing strategies within the Faculty and the development of an effective calendar of recruitment activity.
7. Working with the International Officer, using recruitment and admissions-related data, marketing, and competitor information to support the achievement of Faculty recruitment targets.
8. Develop and implement market specific promotional events and materials to promote Faculty schools' recruitment targets.
9. Work collaboratively with academic schools within the Faculty and the Marketing, Recruitment, Communications, and Internationalisation directorate to achieve an integrated recruitment approach.
10. Undertake other duties and responsibilities to support the goals of the Faculty Student Recruitment Hub as required by the Student Recruitment Manager and other senior colleagues.

ESSENTIAL CRITERIA:

1. Degree, HND or NVQ level 4 qualification in a relevant subject.
2. A minimum of two years' recent relevant experience in sales, marketing, or student recruitment.
3. Experience of developing marketing materials and activities.
4. Experience of developing and managing external relationships and partnerships.
5. Experience of 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. Exceptional planning and organisational skills.
10. Excellent communication skills.
11. Good verbal and written presentation skills together with an ability to explain complex issues.

12. Commitment to providing high standards of service at all times.
13. Strong interpersonal skills with ability to provide advice and guidance on a one-to-one basis.
14. Good negotiating and motivational ability to build partnerships with a wide range of people.
15. A proactive, energetic, customer-focused and results orientated approach.
16. Flexibility, adaptability, and the ability to work on own initiative and as part of a team.
17. Ability and willingness to work flexible hours to meet the needs of managing the service (i.e., evenings, weekends, and public holidays.)
18. Ability and willingness to undertake significant travel within the UK, EU, and international markets.
19. Full, clean driving licence or additional means to meet the requirements of the job role.

DESIRABLE CRITERIA:

1. Experience of working in an educational environment.
2. Experience of working with students or young people.
3. Experience of management of resources and budgetary controls.
4. Experience of working with a customer relationship management (CRM) system.