



## Candidate Information

**Position:** GB Recruitment Support Officer  
**School/Department:** MRCI  
**Reference:** 22/110392  
**Closing Date:** Monday 21 November 2022  
**Salary:** £29,619 - £34,308 per annum.  
**Anticipated Interview Date:** Monday 5 December 2022

### JOB PURPOSE:

To develop and deliver key student recruitment activities in the GB domestic recruitment market to support the objectives of Global Student Recruitment at Queen's University Belfast.

### MAJOR DUTIES:

1. Develop and manage the planning of recruitment activities with feeder schools within a defined market to support applications and conversion.
2. Develop relationships with key contacts within the industry, including Schools and other education providers, to support the delivery of recruitment outcomes.
3. Work with the Events Officer to create and deliver new and innovative ways to engage with potential students and ensure a world class applicant experience.
4. Develop and implement promotional campaigns, events and materials to promote University programmes.
5. Provide one-to-one support to prospective students in relation to studying at Queen's and assist in conversion of enquiries to applications.
6. Work in partnership with the Faculty Student Recruitment Hubs and other relevant stakeholders to ensure that recruitment activity is not duplicated and that there is maximum use of the total available resource to cover the market.
7. Represent the University at various recruitment fairs and school-based events in your market.
8. Deliver effective presentations, using a variety of methods and reviewing the relevance and impact of all materials in relation to the audience being addressed.
9. Record, respond and follow up to all CRM enquires which are generated from online campaigns and online forms on the QUB website and third party websites in order to encourage application.
10. Coordinate the maintenance of content including presentations and email communication as required, ensuring all information is up-to-date, accurate and compliant with Queen's policies and Competitions and Marketing Authority (CMA) guidelines.
11. Ensure that course knowledge is up to date by liaising with Admissions and other internal stakeholders regarding entry requirements and provide advice to students about potential course choices.
12. Develop and maintain good working relationships and be proactive in liaising with support staff in faculties and other University departments to ensure the successful operation of processes and procedures.
13. Provide feedback and recommendations to team members on necessary developments and improvements to the current Queen's proposition.
14. Undertake other duties and responsibilities as required by Domestic Recruitment Officer or the Senior Domestic Recruitment Manager.

### ESSENTIAL CRITERIA:

1. A degree (or equivalent qualification) in any subject.
2. Significant experience in a student engagement/student recruitment role within the education sector.
3. Substantial recent relevant experience in a marketing/business development/student recruitment role within the education sector.
4. Experience of developing and delivering presentations / information sessions.

5. Experience of applying a customer orientated approach to completing tasks and objectives.
6. Experience of networking and building relationships with a wide range of stakeholders both internal and external.
7. Ability to work independently with a high level of self-motivation, whilst also working in a wider team.
8. Experience of managing a calendar of activity and prioritising what to do when.
9. IT literacy and up to date practical experience of relevant software packages including Microsoft Office in a working environment.
10. Analytical skills and ability to analyse complex information to problem solve and / or inform decision making.
11. Ability to communicate with and relate to others at all levels both internally and externally.
12. Planning and organisational capabilities with ability to manage deadlines.
13. Flexibility and ability to work irregular hours on an occasional basis as required.
14. Ability to meet travel requirements of the role (will include travel within UK and Ireland).
15. Full driving licence and access to a car / ability to travel.

**DESIRABLE CRITERIA:**

1. Business related degree or professional qualification.
2. Experience of marketing and student recruitment in the UK or Ireland.
3. Experience using CRM systems.
4. Understanding of Higher Education issues.