



Candidate Information

Position:	Domestic Student Recruitment Officer
School/Department:	Faculty Office MHLS
Reference:	23/110991
Closing Date:	Monday 26 June 2023
Salary:	£30,619 - £35,308 per annum
Anticipated Interview Date:	Tuesday 11 July 2023
Duration:	Permanent - Full Time

JOB PURPOSE:

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

MAJOR DUTIES:

1. Represent the Faculty at various domestic recruitment fairs, school visits, conferences, and events for prospective undergraduate and postgraduate students.
2. Become a product expert, effectively communicating key USPs of courses within the faculty to the domestic recruitment team in the University, and prospective domestic students.
3. Provide one-to-one support to prospective domestic students in relation to studying the faculty and assist in the conversions of enquiries to applications and intake.
4. Organise the Faculty of Medicine, Health, and Life Sciences input to the delivery of the Queen's events programme such as Open Days, UCAS Fairs, Offer Holder Days, and campus tours, to achieve student prospect, application, and enrolment numbers.
5. Develop and manage the planning and delivery of successful recruitment events and initiatives for the Faculty of Medicine, Health, and Life Sciences.
6. Develop relationships and work in partnership with post-primary schools, alumni and colleges to inspire and advise prospective students about study options available in the faculty.
7. Assist in the development of relevant information and marketing materials (including online course information) to support event and recruitment activities taking place across the faculty.
8. Working with the Student Recruitment Manager, using recruitment and admissions-related data, and marketing and competitor information to support the achievement of the Faculty of Medicine, Health, and Life Sciences domestic recruitment targets.
9. Develop and maintain appropriate databases of prospective students and feeder organisations through the University CRM system. Work closely with the Marketing and Communications Officer to effectively personalise all communications, ensuring prospective students and leads are followed up in an appropriate and timely matter.
10. Develop and implement market specific promotional events and materials to promote Faculty schools' recruitment targets.
11. Work collaboratively with academic schools within the Faculty and the Marketing, Recruitment, and Internationalisation directorate to achieve an integrated recruitment approach.
12. 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. A degree, HND or NVQ level 4 qualification in a relevant subject area
or
Substantial relevant experience.
2. Full, clean driving licence or additional means to meet the requirements of the job role.
3. A minimum of two years' recent relevant experience in sales, marketing, event planning or student recruitment.
4. Experience of developing marketing materials and activities.

5. Experience of developing and managing external relationships and partnerships.
6. Experience working in a target driven environment.
7. Strong interpersonal skills with ability to provide advice and guidance on a one-to-one basis.
8. Excellent planning and organisational skills.
9. Excellent communication skills, and verbal and written presentation skills together with an ability to explain complex issues.
10. Flexibility, adaptability, and the ability to work on own initiative and as part of a team.
11. Ability to analyse and interpret data.
12. Ability and willingness to work flexible hours to meet the needs of managing the service (i.e., evenings, weekends, and public holidays).
13. Ability and willingness to undertake significant travel within the UK, EU, and international markets.

DESIRABLE CRITERIA:

1. Experience of working in an educational environment.
2. Experience of management of resources and budgetary controls.
3. Experience of using a CRM system.