



## Candidate Information

<b>Position:</b>	Global Student Recruitment Officer
<b>School/Department:</b>	Faculty Office EPS
<b>Reference:</b>	23/111090
<b>Closing Date:</b>	Monday 17 July 2023
<b>Salary:</b>	£30,619 - £35,308 per annum.
<b>Anticipated Interview Date:</b>	Wednesday 2 August 2023
<b>Duration:</b>	Fixed term, available until 31 March 2024

### JOB PURPOSE:

To contribute to the achievement 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. Plan, organise and deliver key recruitment events such as Open Days, Parents' Evenings and Regional Careers Events, ensuring that all events are planned and managed to the highest possible standard.
4. Provide one-to-one support to prospective students in relation to studying the in 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.
6. Work closely with the Marketing Officer and International Officer to effectively personalise all communications, ensuring prospective students and leads are followed up in an appropriate and timely matter.
7. Contribute to the development of marketing strategies within the Faculty and the development of an effective calendar of recruitment activity.
8. Work with the International Officer, using recruitment and admissions-related data, marketing, and competitor information to support the achievement of Faculty recruitment targets.
9. Develop and implement market specific promotional events and materials to promote Faculty schools' recruitment targets.
10. Work collaboratively with academic schools within the Faculty and the Global Marketing, Recruitment and Admissions directorate to achieve an integrated recruitment approach.

### ESSENTIAL CRITERIA:

1. A degree, HND or NVQ level 4 qualification (or equivalent) 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. Demonstrable experience of developing and managing external relationships and partnerships.
5. Experience of working effectively in a target driven environment.
6. Ability to analyse and interpret data.
7. Proficient user of MS Office packages and general confidence and aptitude with IT systems.
8. Exceptional planning and organisational skills.
9. Good negotiating and motivational ability to build partnerships with a wide range of people.
10. Excellent communication skills.
11. Good verbal and written presentation skills together with an ability to explain complex issues.
12. Ability to work under pressure to meet targets and deadlines.

13. Commitment to providing high standards of service at all times.
14. Strong interpersonal skills with ability to provide advice and guidance on a one-to-one basis.
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 working with a customer relationship management (CRM) system.