



Candidate Information

Position:	Recruitment and Events Officer
School/Department:	Faculty Office AHSS
Reference:	24/111578
Closing Date:	Monday 26 February 2024
Salary:	£32,024 - £36,744 per annum
Anticipated Interview Date:	Wednesday 20 March 2024
Duration:	Permanent - Full Time

JOB PURPOSE:

To contribute to the achievement of the Faculty Recruitment Hub objectives and targets through the development and delivery of events and initiatives to support global student recruitment targets.

MAJOR DUTIES:

1. Develop and manage the planning and delivery of successful recruitment events and initiatives, and associated PR related activities, for the Faculty.
2. Develop and implement promotional campaigns (marketing and PR), events and materials to promote Faculty Schools' recruitment efforts.
3. Organise the delivery of the events programme such as Open Days, UCAS Fairs, drop-in sessions and campus tours, to achieve student prospect, application and enrolment numbers.
4. 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.
5. Develop relationships and work in partnership with post-primary schools and colleges to inspire and advise prospective students about study options available in the Faculty.
6. Provide one-to-one support to prospective students in relation to studying in the Faculty and assist in conversion of enquiries to applications.
7. Represent the university at various recruitment fairs, conferences, and events for prospective undergraduate and postgraduate students.
8. Co-ordinate Faculty international recruitment activities, in line with the recommendations and advice of International Office staff. This may include attendance at promotional visits, missions and exhibitions which may involve international travel on occasions.
9. Work collaboratively with academic Schools within the Faculty to achieve an integrated recruitment approach.
10. Working with the Marketing and Communications Officer, use recruitment and admissions-related data, and marketing and competitor information to support the achievement of Faculty recruitment targets.
11. Contribute to the development of marketing strategies within the Faculty and the development of effective recruitment marketing support toolkits.
12. Develop and maintain appropriate databases of prospective students and feeder schools. Work closely with the Digital Officer and Marketing and Communications Officer to effectively personalise all communications, ensuring prospect students and leads are followed up in an appropriate and timely manner.
13. Undertake other duties and responsibilities to support the goals of the 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. Alternatively, at least 4 years' experience of planning and delivering events may also be considered.
2. Significant relevant experience of planning and delivering events.
3. Experience of developing marketing materials.
4. Ability to work under pressure to meet targets and deadlines.

5. Ability to analyse and interpret data; proficient user of MS Office packages and general confidence and aptitude with IT systems.
6. Exceptional planning and organisational skills.
7. Excellent communication skills; good verbal and written presentation skills together with an ability to explain complex issues.
8. Commitment to providing high standards of service at all times.
9. Strong interpersonal skills with ability to provide advice and guidance on a one-to-one basis.
10. Drive, enthusiasm and commitment.
11. Good team worker with a flexible approach.
12. Demonstrable focus on quality and use of initiative.
13. Comfortable working in a student led environment.
14. Ability and willingness to work flexible hours to meet the needs of managing the service (i.e. evenings, weekends and public holidays).
15. A willingness to travel (mostly within the UK but international travel may be required on occasions).

DESIRABLE CRITERIA:

1. Experience of working in an educational environment.
2. Experience working with students or young people.
3. Experience of management of resources and budgetary controls.
4. Experience of public relations.
5. Knowledge of the type of activities that appeal to and engage students.