



Candidate Information

Position:	Domestic Student Recruitment Officer
School/Department:	Global Marketing, Recruitment and Admissions
Reference:	24/111677
Closing Date:	Friday 8 March 2024
Salary:	£37,841 - £45,148 per annum
Anticipated Interview Date:	Thursday 21 March 2024
Duration:	Permanent - Full Time

JOB PURPOSE:

To deliver the key activities and targets to support the Global Student Recruitment (GSR) targets for Queen's University, promoting Queen's and its courses to prospective Domestic Undergraduate and Postgraduate students, primarily in NI and ROI, but including GB if required, throughout the entire recruitment cycle from expression of interest to application and through to conversion and enrolment.

MAJOR DUTIES:

1. Assisting the Domestic Student Recruitment Manager and Head of GSR to deliver a go-to-market strategy to recruit high quality students for undergraduate and postgraduate study in line with University approved recruitment targets.
2. Work with the Domestic Student Recruitment Manager and Events Officer to manage a calendar of recruitment events and activities across the domestic markets designed to attract and recruit prospective students to Queen's.
3. Work in partnership with the Faculty Student Recruitment Hubs (FSRH) 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.
4. Represent the University at various recruitment fairs and school-based events, promoting Queen's and its undergraduate and postgraduate courses.
5. Deliver effective presentations on behalf of GSR, using a variety of methods and reviewing the relevance and impact of all materials in relation to the audience being addressed.
6. Effectively use CRM as a core tool of undergraduate and postgraduate recruitment, maximising its potential and ensuring that all leads are gathered, recorded and managed appropriately.
7. Work collaboratively with the Global Marketing and Insights Manager and the Recruitment Events Officer in the development of marketing campaigns and a suite of market attuned marketing materials which can be used to support undergraduate and postgraduate recruitment in the various activities which are scheduled across the year.
8. Assist in the recruitment and training of Student Ambassadors to augment the activity of the domestic undergraduate recruitment team, ensuring that they are always briefed and understand relevant legislation such as CMA/Health and Safety/GDPR.
9. Gather, monitor, analyse and disseminate recruitment and admissions-related data and marketing and competitor information to support the achievement of Queen's undergraduate and postgraduate recruitment targets.
10. Contribute to the broader work of the GSR team. Inputting to the development of campus tours and assisting when required with marketing campaigns and/or specific events such as Open Days/Offer Holder Events/Experience Queen's.
11. Prepare material for the Domestic Student Recruitment Manager/Head of GSR to use in papers for University Committees and corporate reports within the agreed deadlines and to the highest standards of written English. With all claims evidenced with relevant data.
12. Provide feedback and recommendations to Domestic Student Recruitment Manager/Head of GSR on necessary developments and improvements to the current Queen's propositions for undergraduate and postgraduate students.
13. Contribute positively to the development of a professional recruitment team which clearly demonstrates the Professional Standards which have been agreed and are laid out in the Staff Appraisal Document.
14. Undertake other duties and responsibilities as required by Domestic Student Recruitment Manager or the Head of GSR.

ESSENTIAL CRITERIA:

1. A degree (or equivalent qualification) in any subject plus significant relevant experience in a target focused sales or business development role, working in education sector or service-oriented industry.
2. Candidates without this qualification but demonstrate substantial relevant experience in a target focused sales or business development role, working in the education sector or service-oriented industry at appropriate level as outlined below will also be considered.
3. Experience of managing and controlling budgets and resources.
4. Track record in successful student recruitment outcomes.
5. Experience in construction of business plans and marketing strategies.
6. Experience of developing and delivering formal presentations / information sessions.
7. Experience of networking and building relationships with a wide range of stakeholders both internal and external.
8. Experience of managing a calendar of events and activities.
9. Analytical skills and ability to analyse complex information to problem solve and / or inform decision making.
10. Strong IT skills, including confidence in the use of MS Office and electronic information management systems.
11. Report writing skills.
12. Strong interpersonal communication skills and ability to relate to others at all levels both internally and externally.
13. Good oral and written communication skills with the ability to present in a clear and engaging way.
14. Ability to use initiative to resolve complex problems and meet challenging targets and to work under pressure and respond to crisis situations in a calm and professional manner.
15. Ability to work under pressure in a fast paced, growth environment.
16. Apply a customer orientated approach to completing tasks and objectives.
17. Ability to manage time and resources effectively in a busy environment with competing priorities and deadlines.
18. Ability to work independently with a high level of self-motivation, whilst also working in a wider team.
19. Full UK driving licence and access to a car / ability to travel.
20. Ability to meet travel requirements of the role (will include travel within UK and Ireland).
21. Willingness to work evenings or weekends, particularly during peak periods in the academic year.

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.