

Candidate Information

Position: Domestic Recruitment Support Officer
School/Department: Global Marketing, Recruitment and Admissions
Reference: 24/111753
Closing Date: Friday 19 April 2024
Salary: £32,024 - £36,744 per annum
Anticipated Interview Date: Tuesday 30 April 2024

JOB PURPOSE:

Working as part of the student recruitment team within Global Student Recruitment, the postholder will develop and deliver key student recruitment activities which are aligned to the delivery of the University's recruitment targets across the Domestic markets (Northern Ireland, Republic of Ireland and Great Britain).

MAJOR DUTIES:

1. Provide specialist knowledge and advice of the Undergraduate (UG) and Postgraduate (PG) recruitment cycle to staff across the University to support various student recruitment activities including conversion and clearing campaigns.
2. Work with senior managers within Admissions and Access, Information Services and Global Student Recruitment to deliver the operational support for the Undergraduate clearing call centre.
3. Support the development of new systems and processes which will support the UG/PG applicant journey and ensure an improved applicant experience.
4. Through the use of management information systems (PowerBI, CRM, QGIS) provide recommendations about activity to ensure efficiency in all recruitment activities.
5. Develop and deliver a series of online webinars relating to key stages of the applicant journey to ensure support for applicants and other key stakeholders.
6. Work collaboratively with the Domestic Events Officer in the planning and execution of large-scale recruitment events including Open Days, Offer Holder Days and Visit the Campus events.
7. Work in partnership with the Faculty Student Recruitment Hubs and other relevant stakeholders to ensure that activity is coordinated across each area including requests for School visits and UCAS regional events.
8. Develop relationships with key contacts within the industry, including Schools and other education providers, to support the delivery of recruitment outcomes.
9. Develop and manage the planning of recruitment activities which will help to support recruitment across the University.
10. Develop and implement promotional campaigns, events and materials to promote University programmes.
11. Provide one-to-one support to prospective students in relation to studying at Queen's and assist in conversion of enquiries to applications.
12. Represent the University at various recruitment fairs and school-based events across the domestic markets (Northern Ireland, Republic of Ireland and Great Britain).
13. Deliver effective presentations, using a variety of methods and reviewing the relevance and impact of all materials in relation to the audience being addressed.
14. 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.
15. 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.
16. 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
17. 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.

18. Provide feedback and recommendations to team members on necessary developments and improvements to the current Queen's proposition.
19. Undertake other duties and responsibilities as required by Domestic Student Recruitment Officer or Manager or the Head of GSR.

ESSENTIAL CRITERIA:

1. A degree (or equivalent qualification) in any subject.
2. Degree or equivalent in any subject plus significant relevant experience in a marketing/business development/student engagement role within the education sector or service-oriented industry.
3. Candidates without this qualification but demonstrate substantial relevant experience in a marketing/business development/student engagement role within the education sector or service-oriented industry at appropriate level as outlined below will also be considered.
4. Experience of working within a target driven environment.
5. Experience of planning and delivering complex large scale recruitment activities including online and offline.
6. Experience of developing and delivering presentations / information sessions through a range of platforms.
7. Experience of applying a customer orientated approach to completing tasks and objectives.
8. Experience of networking and building relationships with a wide range of stakeholders both internal and external.
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. Ability to work independently with a high level of self-motivation, whilst also working in a wider team.
14. Flexibility and ability to work irregular hours on an occasional basis as required.
15. Ability to meet travel requirements of the role (will include travel within UK and Ireland).
16. 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.
5. Delivery of careers education, advice and guidance to prospective students.
6. Understanding of secondary and third level school/college/university qualifications.