

## CONVERSION ASSISTANT

Job Ref: REQ170988

**As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.**

### Job Description

#### Job Grade

Administrative Services Grade 5

#### Job Purpose

To assist conversion activities to support the University's student recruitment strategy, with the aim of providing high quality support to applicants and increasing the number of well-qualified UK/EU and international students recruited to the University. An important aspect of the role will be supporting those enquirers and applicants from areas of low HE participation and under-represented groups in order to support the University's Access Agreement commitments and to secure pipelines for high quality student recruitment. The role will also include the provision of administrative support for the University's SCRM system as well.

#### Job Duties

##### **Operation of the SCRM:**

- Working with the Conversion Officer on all tasks associated with the University's Student CRM system. This includes producing email templates, building queries, and setting criteria for CRM communications, creating events, monitoring communications and responding to enquiries from users of the SCRM system.
- Develop and actively contribute to the annual review and refresh process for all communication streams alongside Recruitment Marketing colleagues.
- Research the latest techniques and innovations in e-communications and appraise and advise colleagues of the latest developments across all sectors. Ensure Loughborough is always in step with the latest thinking on e-communications.
- Carry out regular data cleansing/process checks to ensure the effective operation of the system, log any issues arising and seek appropriate resolution in a timely manner, and ensure that relevant stakeholders are kept up-to-date.
- Set up and maintain staff access to the SCRM and contribute to the training provided.

##### **Conversion activities:**

- Organise telephone and online chat conversion events which reach out to all applicants and allow them to interact with the University during the application process. Organise rooms and IT resource, ensure the data is presented in a suitable format for the task, co-ordinate the recruitment and briefing of student ambassadors and review the effectiveness of each event.
- Report back to colleagues on the effectiveness of the calling campaign as a whole and recommend innovations and developments for the next cycle. In addition suggest improvements to the information and advice provided across Student Recruitment, Marketing and Admissions activities in light of the concerns/questions raised by applicants.
- Working with the Recruitment Marketing and School and College Liaison teams review innovative approaches to conversion, both in and outside the HE sector, and including digital and social media channels. Where possible, create new, interesting and effective techniques to encourage our applicants to choose Loughborough as their firm choice university, especially those applicants from under-represented groups.

**Student Recruitment and Widening Participation:**

- Devise, implement and maintain an annual reporting process that tracks enquirers, applicants and offer holders across all markets. As part of this monitor the conversion of enquirers and applicants by widening participation characteristic at each stage of the applicant journey in order to assess the effectiveness of the conversion activities undertaken.
- Proactively seek ways to increase the conversion of widening participation students and contribute to the update of enquirer and applicant communication streams ensuring that under-represented groups are effectively and appropriately taken into consideration.
- Consider the student experience at open days and other recruitment/conversion events from the perspective of a widening participation student, identify improvements, and take action where appropriate.
- Proactively support University Open Days, Visit Days and other on campus recruitment or widening participation related activities and assist with UCAS admissions processes, Clearing and other activity as required.
- Undertake administrative tasks related to the establishment of the Confirmation Contact Centre set-up to handle enquiries from current applicants as well as those interested in opportunities to study at Loughborough through Clearing and Adjustment.

**Internal Liaison:**

- Work with a number of central service departments and University Schools to develop effective communications channels between departments (such as organising meetings and sharing information and best practice) in support of the University's widening participation and recruitment objectives.

**General Administration:**

- Respond to enquiries received in person, by telephone or email and take appropriate action. This will include dealing with students and parents, academic staff, external organisations and other University colleagues.
- Provide cover and support for other colleagues at busy times and in cases of absence, by undertaking such duties and responsibilities which are commensurate with the grade and nature of the post.
- Ensure compliance with relevant University policies and procedures.
- Undertake any training and development deemed appropriate for the position by the relevant line manager.

**Points To Note**

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

**Special Conditions**

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

**Organisational Responsibility**

Reports to the Conversion Officer

## Person Specification

Your application will be reviewed with respect to meeting the essential and desirable criteria listed below. Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

### Essential Criteria

| Area                 | Criteria  | Stage   |
|----------------------|---|---|
| Experience           | Experience of student recruitment, outreach or widening participation work within HE  | 1,3   |
|                      | Experience of working in a busy office environment/administrative role  | 1,3   |
|                      | Experience of working with large databases  | 1,3   |
| Skills and abilities | Effective and confident communicator (written and verbal) to a wide variety of audiences including potential students, parents, teachers and internal colleagues. | 1,3   |
|                      | Experience and knowledge of using social media in a marketing context   | 1,3   |
|                      | Excellent prioritisation and time management skills.  | 1,3   |
|                      | Excellent administrative and organisational skills.   | 1,3   |
|                      | Judgement and understanding of how to respond to a diverse range of enquiries.  | 1,3   |
|                      | A proactive, innovative and enthusiastic approach.  | 1,3   |
|                      | Experience of team working as well as the ability to work under own initiative.   | 1,3   |
|                      | Tact, diplomacy and an empathetic manner.   | 1,3   |
|                      | Attention to detail.  | 1,3   |
|                      | Excellent IT skills including experience of Microsoft Office packages Word and Excel.   | 1,3   |
|                      | Training  | Demonstrate evidence of having undertaken further training. |
|                      | Ability to adopt new procedures as and when required.   | 1,3   |
| Qualifications       | Undergraduate degree or equivalent.   | 1   |
| Other                | Willingness to work flexibly and to work out of hours where required.   | 3   |

### Desirable Criteria

| Area                 | Criteria  | Stage |
|----------------------|---|-------|
| Experience           | Experience of working in a large, complex organisation. | 1,3   |
|                      | Experience of working with CRM systems                  | 1,3   |
| Skills and abilities | Awareness/knowledge of Higher Education issues          | 1,3   |
|                      | Knowledge of HTML code                                  | 1,3   |

## Conditions of Service

The position is full time and open-ended. Salary will be on Administrative services Grade 5, (£24,285 - £28,936) per annum, at starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's normal Terms and Conditions of Employment for Operational and Administrative staff, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which are available at <http://www.lboro.ac.uk/services/hr/a-z/family-leave-policy-and-procedure---page.html>.

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>

## Informal Enquiries

Informal enquiries should be made to Angela Truby, Recruitment Marketing Manager, by email at [A.Truby@lboro.ac.uk](mailto:A.Truby@lboro.ac.uk) or by telephone on (01509) 222603.